

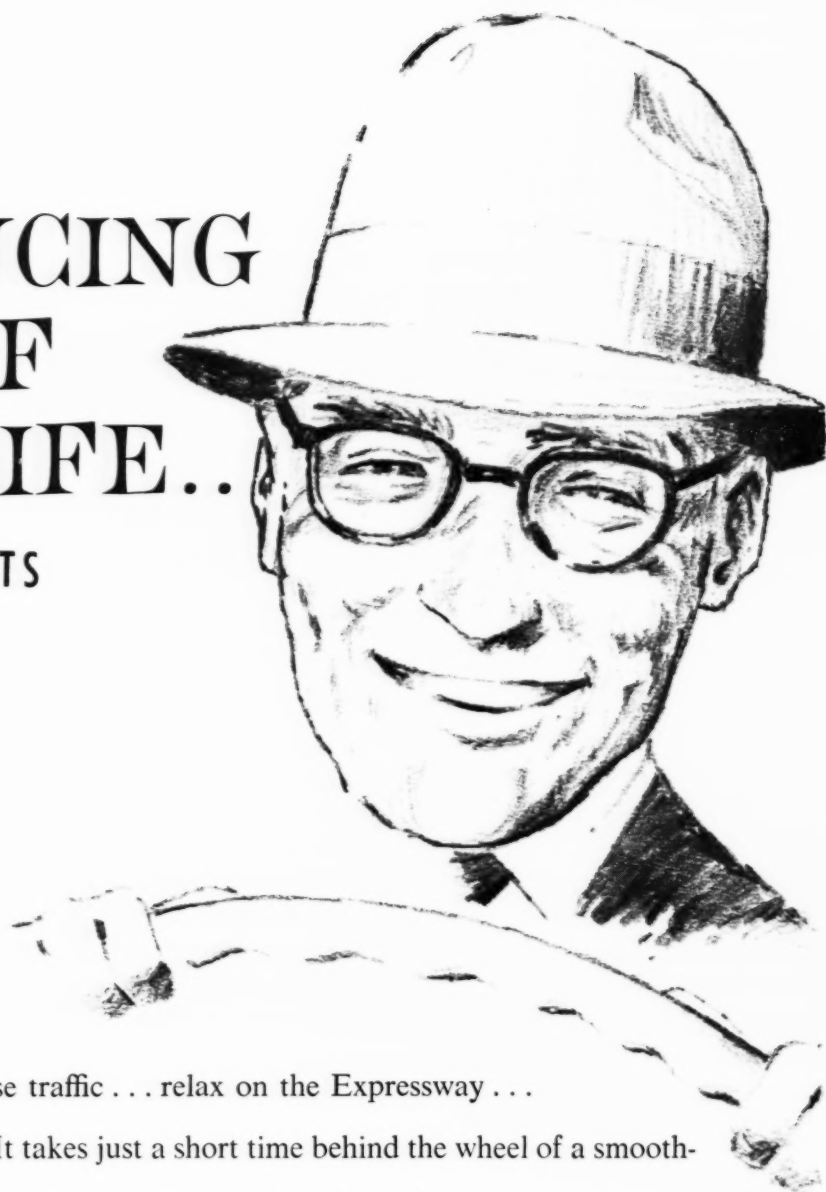
THE DALLAS URBAN DISTRICT: A LOOK TO 1970

10 Dallas

FEBRUARY • 1960

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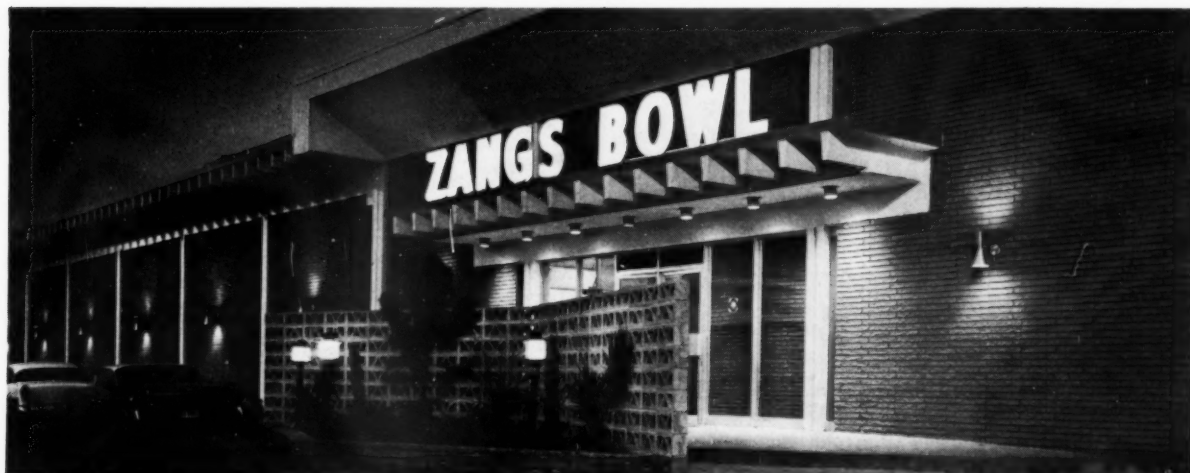
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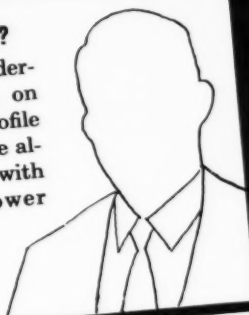
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1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1869 Padgett Bros.
Company

Leather Goods—
Wholesale and Retail

1872 Dallas Transit
Company

City Bus Transportation

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1875 First National
Bank in Dallas

Banking

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers—Lithographers
Stationers—Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
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Steel for Structures of Every Kind

1890 William S.
Henson, Inc.

Advertising Printing

1893 Fleming &
Sons, Inc.

Manufacturers—Paper
and Paper Products



THE ornate interior of the American Exchange National Bank, as shown above about 1905, ties in with more than a half-century of Dallas banking history and three generations of banking in the Stewart Family. Now being razed, this structure is located at the corner of Main and Poydras. Nathan Adams was cashier of this bank and Robert H. Stewart Sr., grandfather of Robert H. Stewart III, recently elected president of the First National Bank in Dallas, was one of its directors. In 1909, Robert H. Stewart Sr. became a vice-president of the Trinity National Bank and that same year, became a vice-president of the City National Bank when it was consolidated with Trinity National. In 1914, Mr. Stewart became president of City National and Board Chairman in 1924. When the City National Bank was consolidated with the American Exchange Bank in 1929 to form the First National Bank in Dallas, Mr. Stewart became vice-chairman of the Board of First National. Mr. Stewart's son, Robert H. Stewart Jr., succeeded him on the board of the First National when he died in 1936. This January, his son, Robert H. Stewart III became president of the First National Bank in Dallas. The First National Bank in Dallas traces its beginning back to the founding of the Exchange Bank of Dallas in 1875.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
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Originally, Loudermilk,
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1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1898 Praetorian Mutual
Life Ins. Co.

(Formerly The Praetorians)

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire—Casualty

1907 A. C. Horn &
Company

Commercial and Structural
Sheet Metal

1908 Pure Ice & Cold
Storage Co.

Cold Storage

1911 W. W. Overton
& Co.

Investments

1912 Stewart Office
Supply Company

Stationers—Office Outfitters

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

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VOLUME 39

NUMBER 2

FEBRUARY • 1960

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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food for Industrial Growth

GAS

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GAS

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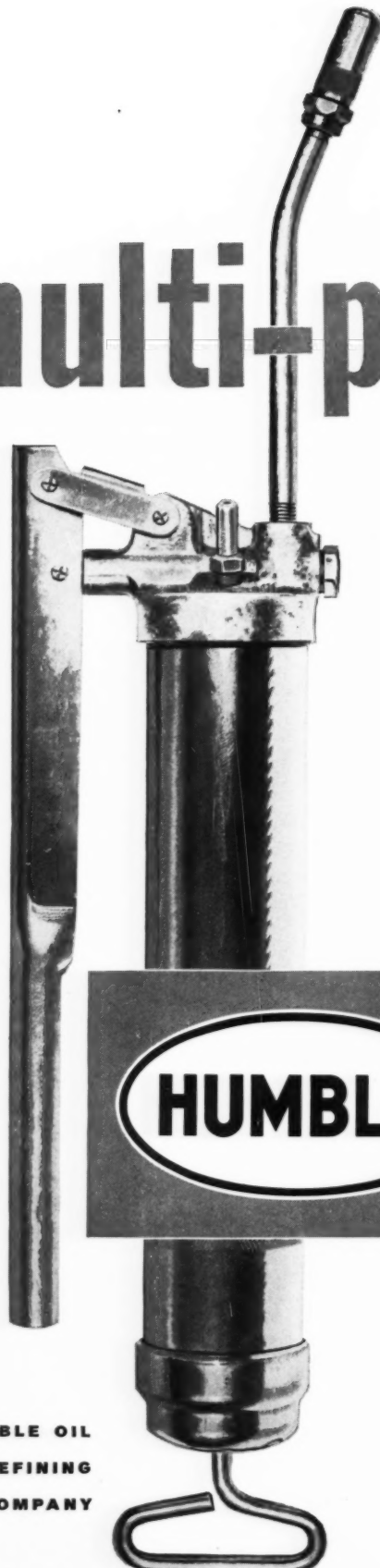
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Inside DALLAS

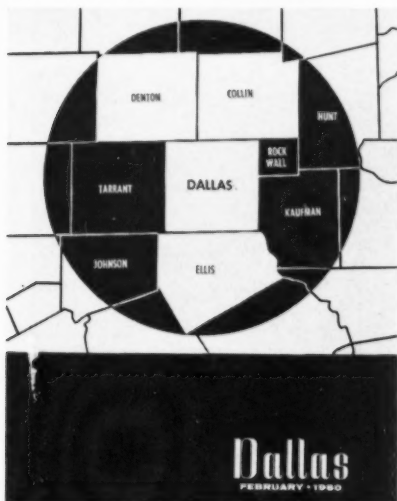
DALLAS completes its two-part, two-decade study of Dallas this month, with a look to 1970. The article by Chamber President L. T. Potter, based on a speech he delivered to the Garland Chamber of Commerce at their Annual Meeting, presents some amazing prospects for the future of Dallas.

Because of the high interest in the look back taken by DALLAS in January at the past ten years, plans are now being made to reprint this 24-page study along with this month's look ahead. They will be made available to Dallasis at cost. Those interested are asked to call the Magazine immediately.

Heart of the Chamber of Commerce is the work done by Committees, both regular and special. Literally hundreds of Chamber members are called on to devote thousands of hours to regular committee work. These names are listed in this month's issue. Mr. Potter will appoint other members to special committees from time to time, as they are needed.

This month's issue, in addition to trying to see what's ahead for Dallas, also takes a look at the future activities of the Dallas Chamber of Commerce. Keeping up with the vigorous growth of Dallas will be a big task, but the Chamber is planning now to make certain it is successful.

The Dallas Urban District, the nine-county local market area within a 50-mile radius of the heart of Downtown Dallas, furnishes this month's cover. It is the largest concentration of people and buying income in the southern half of the United States, east of Los Angeles.



Now! Special, Timesaving *Snap-on* Tool Kit for Electronic Assembly and Maintenance

5343-ET-B ELECTRONIC ASSEMBLY TOOL SET

43 tools including ¼-in. sq. drive ratchet, extensions, Flextension, universal joint and 2 plastic-handle drivers; 9 sockets, ⅜" to ½"; 4 open-end wrenches, ⅜" to ⅞"; 4 Boxocket® wrenches, ⅜" to ⅝"; 10 screwdrivers, Phillips and standard bits; screw starter; 6 pliers and cutters; soldering iron.

This new SNAP-ON kit of specially selected tools is made up to reduce costly labor time on electronic assembly and maintenance work.

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These tools are top quality throughout — cost less because they outlast cheaper tools over and over. Use of fine steels permits light weight, slim, yet strong, tools that fit properly.

Put new speed on your assembly line with this SNAP-ON electronic tool set or one especially selected for your specific jobs. Write us or call your nearest SNAP-ON branch.

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*“Why don’t you give the First in Dallas
an opportunity to say YES”*



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WASHINGTON

REPORT



The President and His Budgets

A year ago on this page the observation was made that "another new record has been achieved by those in high places who are charged with the responsibility of administering the functions of the Government of the United States," and it was pointed out that the new record was "the submission by the President to the Congress of the highest peacetime Budget in history." The article commented that this "77-billion-dollar extravaganza" became "the undisputed new champion of Budgets, displacing the 74-billion-dollar spectacular unveiled a year ago, which in turn supplanted the 72-billion-dollar prodigality of the year before that." And the article noted somewhat despondently that "before becoming reconciled to the reign of the new champion we might as well become reconciled at the same time to the lugubrious prospect that it will be of short duration, since a new claimant to the crown will no doubt emerge a year from now."

Well, the reign of the new champion covered its predictable span of a single year, the new claimant emerging on schedule last month. In a message which fairly bristled with demands for economy, the President asked the Congress for nearly 80 billions of dollars to operate the Federal Government during the next fiscal year. Just how we can be expected to economize while being adjured by the economizers to spend more than we have ever spent before is a paradox that beggars explanation; but in any event this 80-billion-dollar Budget (or 79.8 to be more nearly exact) was presented to the Congress as the Administration's concept of economy — just as each of the progressively higher Budgets of recent years has been offered up in its turn as the same austerity symbol.

Like King Pyrrhus, who lamented on the battlefield of Asculum that if he won many more such victories he would be undone, the observation might be made

that if we get many more of these economy Budgets we'll economize ourselves into bankruptcy.

It would be unfair to convey the impression that the Eisenhower Administration, through the progressive liberality of its Budget requests of Congress, has become a principal catalyst of our growing financial predicament. All that is needed to perish such a thought is to imagine one of the rampant spenders on Capitol Hill being placed in the position of exercising the same authority. Indeed, the resistance thrown up by the Eisenhower Administration against political prodigality has been creditable and frequently effective. But, even so, it must be acknowledged that it is the contrast with such an alternative, rather than any conspicuous performance of his own, that has earned for Mr. Eisenhower the reputation of being a stalwart protector of the fiscal integrity of the nation. His own record in that field, evaluated per se, and not in relation to a hypothetical what-might-have-been, is something less than scintillating. Whatever else may be said of the matter, the fact remains that each year he has served as President he has recommended to Congress the expenditure of more Federal money than he recommended the year before.

It is an eloquent commentary on the change which has been subtly undergone in our concept of economy that we now define economy merely as resistance against inordinate extravagance, rather than as a retrenchment in some existing level of expenditure. But there is no other way to explain the reputation for economy which the President has somehow acquired. Even though he has consistently recommended that Congress spend more money each year than he requested the year before, his position is considered one of economy simply because of the supposition that the position taken by Congress would be one of greater extravagance. It

seems not to have occurred to the political leadership either in the White House or on Capitol Hill that economy can mean spending less than what we were spending now, and not just spending less than what we would be spending if we were spending more.

All of this is by way of saying that despite all the protestations of economy that are so glibly uttered in political life, neither the Republicans nor the Democrats have come within a fiscal mile of it for many years. Both parties have allowed themselves to become bound to the wheels of the juggernaut of inflation when a little political courage could have phalanxed an effective resistance to it. If you think that is an over-simplification of the case, consider our fiscal problems as a broad battleground, and then note how the so-called battles for economy are only indecisive skirmishes fought always on its fringes.

Virtually 50 per cent of the Federal Budget, for instance, is allocated to the military, which is sacrosanct. Another 25 or 30 per cent is allotted to foreign aid, veterans benefits, and the farm program,

The fringes of the field: Crusade for economy gains little momentum in areas where needed most.

and they're sacrosanct, too. Another 11 per cent pays the interest on the public debt, and that's not only sacrosanct but inviolable as well. So the area of political vulnerability begins to show up only in the small percentage eventually remaining for the general operations of government, and that is the area where the so-called battles for economy are pitched.

No victories for economy should be disparaged, of course, even when they occasionally occur in these skirmishes on the fringes of the field. But genuine economy in government will not be achieved until the political leadership of both parties develop enough courage to invade those sacrosanct areas where waste and extravagance running into the billions of dollars are known to exist. Until that time comes, if it ever does, any crusade for government economy will be oblique in conception and lilliputian in size, like fighting a fire in the outhouse while the homestead is burning down.

THE ENTICING SIXTIES

This article, by L. T. Potter, President of the Dallas Chamber of Commerce, is based upon an address which he made last month at the annual meeting of the Garland Chamber of Commerce. As principal speaker at the Garland Chamber's meeting, Mr. Potter paid special tribute to the effective cooperation between Chambers of Commerce in the Dallas area.

Mr. Potter is currently serving as President of the Dallas Metropolitan Area Advisory Council, composed of the presidents and executive heads of all Chambers of Commerce in Collin, Dallas, Denton and Ellis Counties.

*Note: Statistics in charts cover the entire Dallas Metropolitan Area, Collin, Ellis, Denton and Dallas Counties.

National economists have been filling the newspaper and magazine business sections with descriptions using phrases such as "Soaring Sixties," "Surging Sixties," "Sensational Sixties," and others.

These adjectives will all certainly apply to Dallas of the 1960's, but I prefer to contemplate the coming decade as "The Enticing Sixties."

Looking ahead for Dallasites should be

one of the most pleasant of tasks. The future is obviously very bright, and we cannot help but become excited over the big and fine things that should come our way. At the same time we are made thoughtful about all that will be required of Dallas and its citizens during the coming years.

In the January issue, DALLAS cast a proud backward look at a few of the many benchmarks of this community's progress during the decade just closed.

That review should have convinced the most skeptical that today Dallas has not only become the heart of one of America's great urban areas, but has emerged as a truly important world center. During the 1950's, Dallas achieved as much growth and economic progress as were recorded in this community in its first 90 years — between its founding in 1841 and the beginning of the depression in 1930.

Now it behooves us to look ahead. The prudent man tries to see into the future, to chart his own course on the basis of developments which he believes can be reasonably expected to materialize. A community must do the same thing if it is to prepare itself to meet the opportunities and responsibilities the immediate tomorrows will bring.

POPULATION



RETAIL SALES



MOTOR VEHICLES



BUYING INCOME



EMPLOYMENT



What can Dallas reasonably expect during the decade of the 1960's? What rate of growth is our community likely to attain? What challenges and problems will that growth bring?

Questions such as these are particularly pertinent in Dallas, because this is a community which exists, in the size and character we know it today, solely because Dallasites for generations back have wanted this kind of community and have been willing to accept the heavy teamwork and make the sacrifices necessary to build it. It is axiomatic that if Dallas is to move forward in the 1960's, its citizens must subscribe to the same principles, and reflect the same kind of enthusiasms for building our kind of community, as the Dallasites who have gone before us. Therefore, we need guidelines to give us some ideas as to what to expect in the short-term future.

This look into the future is no job for the fortuneteller. Instead, it is a job for trained analysts, drawing upon all the factual material available to them. The results of their work are not predictions, but forecasts of developments which we can reasonably expect — forecasts rooted in knowledge of what Dallas has done in the past and is doing today, related to those factors in our general economic picture and population profile which inevitably affect our community's future.

It was on this basis that the staff of the Dallas Chamber of Commerce, working under the guidance of our highly capable Business and Economic Research Committee, was assigned to develop some guidelines for the 1960's.

In thumbnail summary, here are the major developments we can reasonably expect during the 1960's, together with some of the implications of those forecasts:

Population: Dallas County now has an estimated population of 955,800. By 1970, we can reasonably expect this to increase to about 1,400,000. Such a population increase — 445,000 — would be equivalent to moving the city of Louisville, Ky., as it exists now and adding it to the Dallas County we know today.

Employment: We can reasonably expect some 220,000 additional jobs to be created in Dallas County, bringing the county's total employment to about 625,000 by 1970. The new jobs which we can expect to be created during the next 10 years would exceed the total number of jobs in Dallas County at January 1, 1947.

Motor Vehicles: We can reasonably expect about 700,000 motor vehicles in Dallas County by 1970 — an increase

of more than a quarter of a million vehicles over the total today.

Retail Sales: We can reasonably expect the dollar value of Dallas County's retail sales to be in the neighborhood of \$2.3 billions annually by 1970.

These guidelines are all based on Dallas County which, until last May, was the Dallas Standard Metropolitan Area. On May 8, 1959, the Interdepartmental Committee on Standard Metropolitan Areas, U. S. Bureau of the Budget, re-defined the Dallas Standard Metropolitan Area to include Denton, Collin and Ellis Counties, as well as Dallas County. More counties could be added during the next 10 years.

Today's Dallas Standard Metropolitan Area has a population of well over 1 million — and can be expected to pass the 1.5 million mark before 1970. Guidelines for the metropolitan area would reflect increases comparable to those forecast above for Dallas County:

Employment up to 678,000.

Motor vehicles numbering 760,000.

Retail sales of \$2½ billion.

Buying income for the four-county area to rise from today's \$2 billion to \$3.4 billion.

In addition, Dallas is the vital core of the Dallas Urban District, a group of nine counties within a 50-mile radius of downtown Dallas. The Urban District, bound

"Growth means all kinds of responsibilities, new anxieties"

Hospitals



Schools



Parks and recreation facilities



together by close economic ties, by commuting into Dallas for employment from the other eight counties, and by an expanding network of trafficways which brings all parts of the district closer to Dallas, is widely recognized as one of America's fastest growing urban developments.

The Dallas Urban District today has a population of approximately 1,750,000. We can reasonably expect the next 10 years to bring to the entire Urban District remarkable gains in all economic indices.

Growth which we can reasonably expect during the 1960's will create all kinds of business opportunities. Reflect on the population increase alone. This will enlarge the size of our immediate market by 50 per cent. Think what this will mean to local businessmen and think what new industry and payrolls it will bring to Dallas. To take a single example, this expected population growth will create a need for some 120,000 new dwelling

units — an average of 12,000 per year.

That kind of growth also creates responsibilities of all kinds. For example, if Dallas County attains its expected population growth during the 1960's, we will have to build new facilities to provide 2,200 *more* hospital beds — just to maintain the present ratio between hospital beds and population. For a second example, that kind of population increase will create a need for perhaps 100 or more new schools in Dallas County.

Growth means all kinds of expanding horizons. It means opportunity for existing business to grow. It means opportunity for new business to be created. It means attractive prospects for all of us who are good enough and able enough to compete successfully for the increased consumer needs and the increased buying income which will result from such growth.

It also means all kinds of responsibilities, new and expanding. I have mentioned two of these responsibilities, in

Streets and highways



expanding"...



Churches



Public transportation



Public services



Police and fire protection

indicating the demand for additional school and hospital facilities which we can expect to have to meet during the 1960's. We need to remind ourselves of some of the other responsibilities, even though they need not be spelled out in specific terms. Among these responsibilities which we must meet will be:

Streets and highways to accommodate more people operating more motor vehicles.

Public transportation services, not only within the city, but expanded to provide for the increased commuting which we can expect from all parts of the Dallas Urban District.

Parks and recreation facilities. If a city the size of Louisville is going to move into Dallas County, we need at least as many additional parks and recreational facilities as are to be found in Louisville.

Churches — places of worship for all people of all faiths; and, hopefully, the

need for new churches will come from an increasing percentage of our population becoming active church members, as well as from new residents.

Public services—the thousands of miles of additional water mains and gas mains, of power lines and telephone cables, which must be provided to accommodate the expected new population, together with all the supporting facilities required to assure the community of an ample supply of water, fuel and communications services.

And this responsibility also includes police and fire protection services on a scale adequate for the Dallas County of tomorrow.

Growth and progress come only at a price. The people of Dallas have always been willing to make the necessary sacrifices, and I have no doubt the Dallasites of this new decade will be willing to pay the price, too.

A big part of the price is simply good citizenship. We have been able to achieve an enviable record for clean, businesslike, efficient local government. This good government is the only sound foundation on which to accommodate the kind of growth which Dallas can expect during the decade. We must remain alert at all times to preserve that foundation.

Inseparable from efficient, businesslike local government is prudent planning. And planning is all-important to us today. Our growth would soon overwhelm us unless we plan, progressively and far-

sightedly, to accommodate it. I mentioned the responsibility for providing streets and highways to serve our present and expanding population. Let me illustrate my point by emphasizing that the provision of streets and highways must keep pace with population growth. We can never afford to be playing catch-up here. We must stay ahead. Similarly, we can't afford to be playing catch-up on schools and hospitals, or churches, or public services. In short, if we relax, even for a short time, in our planning and building, we will be off stride and falling behind. And that is when responsibilities become problems.

Dallas today is the pivot for the Dallas Metropolitan Area and, to a great extent, for the 9-county Dallas Urban District. As the dynamic core community, ours is the responsibility for providing sound leadership, based upon enlightened self-interest, for the Metropolitan Area and the Urban District. Our perspective must always encompass the broader picture, at all times. To be short sighted at any time would be fatal for the orderly growth of the entire area.

Our ability to measure up to the responsibilities of this new decade rests, in the final analysis, upon the character and spirit of the people of Dallas. We have a great tradition in Dallas — a tradition that Dallas is equal to any challenge, that any truly worthwhile goal is within the reach of the people of Dallas. We can expect that tradition to be tested anew during this decade of the 1960's.



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CHAMBER GEARS TO GROWTH

New Plans and Improvements Now Being Made To Cope with Changing Needs of Community

The Dallas Chamber of Commerce is geared for the coming decade to meet the responsibilities and opportunities outlined in L. T. Potter's speech. If Dallas is to continue to set new records in population gains, employment, retail sales and other basic growth factors, its central civic machinery must continually expand and improve to cope with Dallas' changing needs as it has done so successfully in the past.

The Dallas Chamber of Commerce is making new plans in its staff, new and more efficient one-floor office facilities and new activities to meet the demands of the sixties. It is making internal moves, based on continuing research, to back up various facets of Dallas business and to set up new support functions to serve expanding Dallas business. The Industrial Dallas national advertising campaign, now under way, is actually an expansion of the promotional activities of the Dallas Chamber of Commerce to bring our advantages before a larger audience of key business executives.

Growth in Dallas has not been accidental in any era, and it would be unwise to assume, regardless of Dallas' present momentum, that the goals and projections set for Dallas in the sixties will come about with any less work and cooperation than in the past. It is well within the memory of all of us to recall that the comprehensive picture of diversification and growth presented in the January issue of DALLAS for the 1950-60 period was stimulated and guided by enlightened cooperation of Dallas business leaders working through the machinery of the Dallas Chamber of Commerce.

As a matter of fact, competition for industry by cities and areas will increase in intensity during the sixties. This is even true of sections that have experienced a decline in growth during the past decade. This will involve political as well as business considerations and pressures on and by the Federal Government to try to channel business into so-called "depressed areas."

Successful effort to bring in new industry and to further diversify and broaden the base of Dallas payrolls in the sixties will depend on holding and improving our present advantages and stepping up communications in and out of Dallas to the end that industrial executives may know these advantages both for Dallas and for its trade area.

Just as a businessman is inclined to pay little attention to the working parts of his car when it is in perfect running order, it is easy in Dallas to take progress for granted and forget that most Dallas advances have been won the hard way. Even more, it is easy to overlook the basic functions of the Dallas Chamber of Commerce, its routine operation and the basic parts of its machinery.

The idea still persists in the minds of some businessmen that a primary function of a chamber of commerce is to bring in competition for their particular business or industry. The first function of the Dallas Chamber of Commerce is to *promote* Dallas industry and business. This is done through continuing trade promotion, markets, trade shows, watchdog activity on transportation facilities and rates and a myriad other routine activities. In addition, the work of many committees centering on the Dallas Chamber takes care of growth factors that are essential to the city's future. This ranges all the way from special committees on oil depletion to groups studying highways and military affairs.

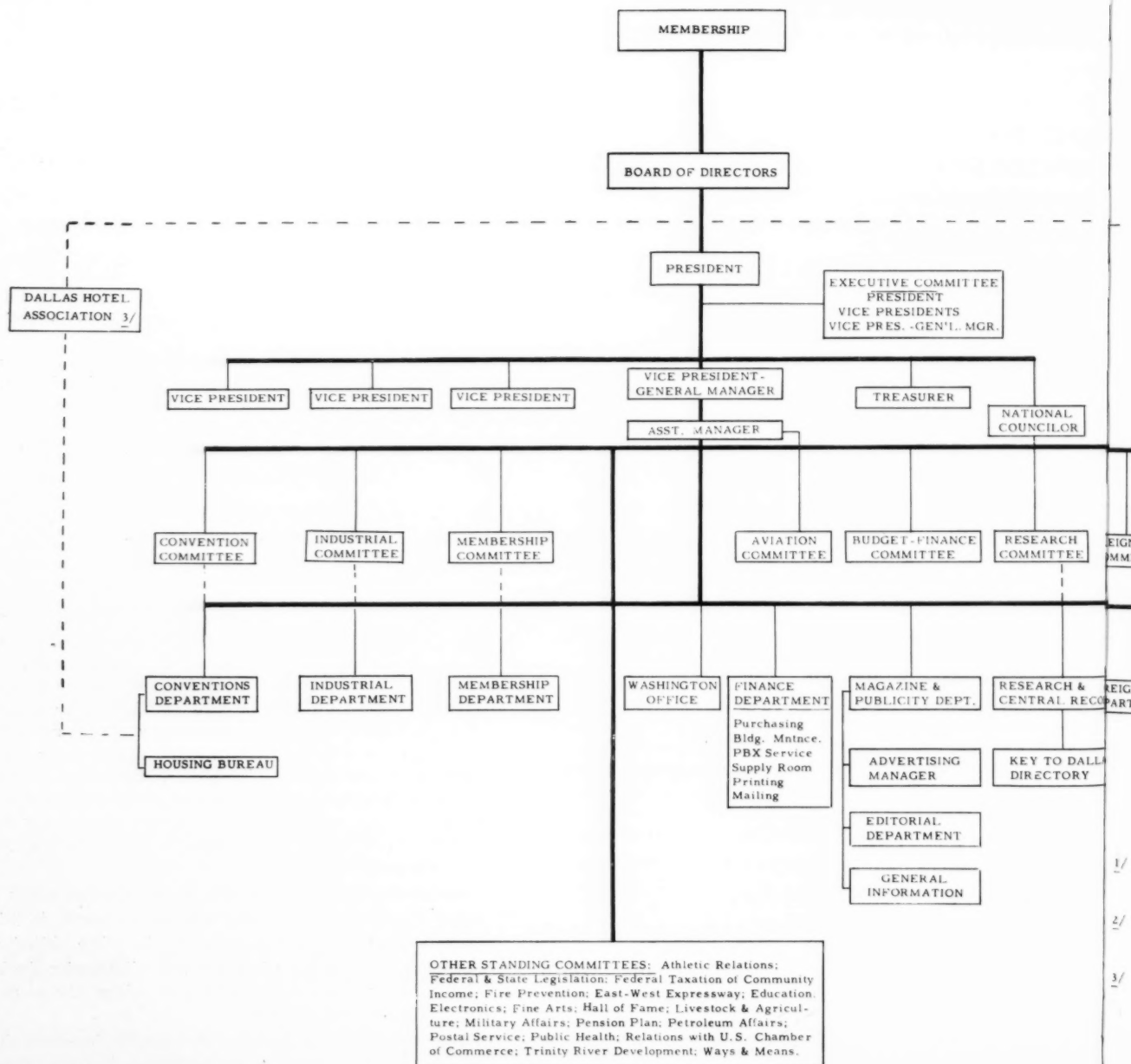
Since business flourishes best in an expanding economy, the Dallas Chamber of Commerce is vitally concerned in bringing in new industry and payrolls. But its prime objective is diversification — bringing in plants that will broaden the base of area payrolls and complement and enlarge the scope of Dallas business and industry.

Dallas has achieved this objective far more than most cities, including many in much larger population brackets. Even a

cursory survey will show that Dallas eggs are carried in many baskets. Dallas business is not subjected to the same strains and pressures that occur in Pittsburgh or Detroit during a decline in steel or automobile industries.

Dallas is moving into the sixties against a background of the largest decade of building and industrial expansion in its history — but Dallas business leaders are not complacent. This recalls the story of a leading national sales manager who was asked the question, "When is the best time to make a sale?" His reply was, "Right after you made the last one."

Dallas Chamber of Commerce Organizational Chart



Industrial Dallas is set up to expand a new line of communications to national business executives, many of whom have

The Dallas Chamber of Commerce learned years ago that you do not sell industrial prospects by sending them a Dallas version of the Encyclopedia Britannica. We have also learned primarily through the experience of others, that costly one-shot "crash" research programs are not the answer. The information available through Industrial Dallas covers such basic factors as: Dependable Business Climate; Transportation-Location; Dallas Living; Labor; Growth and Diversification; Metropolitan and Regional Markets; Industrial Locations; Utility Services, Water, Power and Fuel and Distribution Facilities. Any other required information can be furnished as a routine matter by the Research Department.

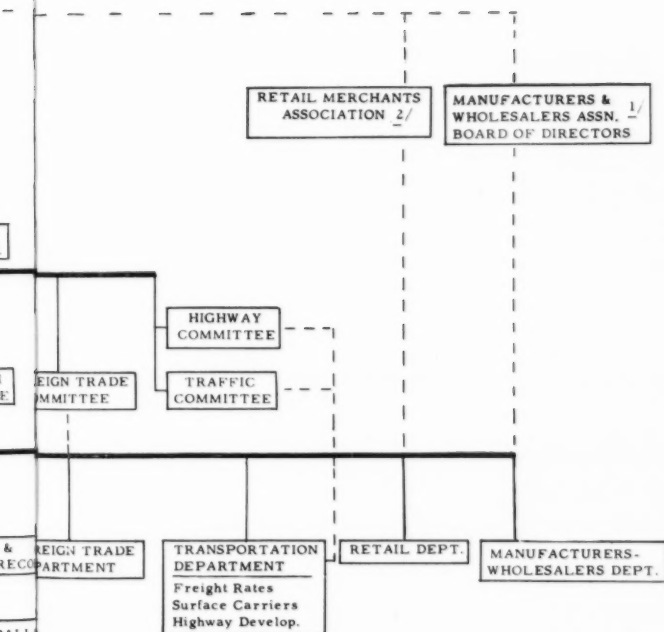
It must also be remembered that a large part of the selling job that has resulted in locating business and industrial facilities in Dallas has been the result of teamwork between the Dallas Chamber of Commerce and branch managers of national firms and regional and local sales managers who have found the potential of the Dallas market by actual sales experience and recognize the need for expanded facilities for their firms. Added to this are the personal contacts and selling efforts of top executives representing Dallas financial institutions, utilities, realtors and other business interests who have helped to bring new facilities to Dallas.

This brings out the fact that internal communications in Dallas on Dallas industrial advantages are just as important as external communications. That is why the Industrial Dallas Campaign is being merchandised back to the Dallas Chamber of Commerce membership through DALLAS Magazine. This adds "on-the-ground" information by a local manager to the more objective information coming through Industrial Dallas to give a more effective presentation to fit the needs of a particular concern.

In addition to this information the features on Dallas progress, such as in the January issue and others extending back over a period of years, provide Dallas businessmen and branch managers with definite sales tools that set forth Dallas advantages in detail, in a graphic and attractive manner that can be understood easily and clearly.

Many chambers of commerce, even those outstanding in other respects, are not as fortunate as the Dallas Chamber of Commerce in the matter of communications — and it might well be said that in that respect the Dallas Chamber of Commerce is almost in a class by itself. The chamber through its publications, publicity, advertising and other means, keeps its industrial prospects and its membership continually informed on Dallas and the major activities of the Dallas Chamber of Commerce.

The past and present Dallas Story is today and has always been based on facts and not ballyhoo — but the human factor has never been overlooked by the Dallas Chamber of Commerce. Facts and figures are the tools that enlightened Dallas business leaders have used to consistently promote and build Dallas. The Dallas Chamber of Commerce and its staff will continue to serve Dallas better because of the consistent teamwork and backing of countless Dallas leaders who are interested in the growth and welfare of their city and are willing to do something about it.



- 1/ Supplemental dues, in addition to Chamber of Commerce membership requirements, provide association with funds for promotional activities and specialized work.
- 2/ No supplemental dues; membership in Association open to all retail merchants among Chamber's membership.
- 3/ Hotel Association secretary staffs the Housing Bureau, which is a joint operation of the Chamber and the Hotel Association.

Post Office Names Dallas Among Top Twenty-Four

Dallas has been proposed as one of 24 Key National Transportation Centers by Postmaster General Arthur E. Summerfield. The designation is part of a proposed nationwide integrated postal service plan, a program to assure next-day first-class letter mail delivery throughout the United States.

No other Texas city was named a Key Center in the proposal. First steps toward full implementation of the postal plan will be to provide direct transportation connections between the 24 Key Centers, which generate 75 per cent of the nation's postal revenues and serve 65 per cent of the population, according to Mr. Summerfield.

By any standard used, the Dallas Post Office must rank among the leading ones in the United States. Most recent figures available for air mail, Fiscal 1959, show Dallas ranking fifth in the nation in tons of air mail originated, behind only New York, Chicago, Los Angeles and San Francisco.

Most recent postal receipts, Calendar 1958, rank Dallas in fourteenth position, ahead of such larger cities as Baltimore, Milwaukee and Houston.

Dallas has long ranked as one of the key cities in the nation's postal network, dominating as it does the largest concentration of population in the southern half of the United States, east of Los Angeles. In the Dallas Urban District, roughly a 50-mile radius of Dallas, live some 1¾ million persons. Excellent transportation facilities connect Dallas with a much wider area of the rapidly expanding Southwest.

In addition to setting up 24 Key National Transportation Centers, Mr. Summerfield's report proposes the establishment of an even larger network of 62 National Transportation Centers to serve designated areas blanketing the nation. Three other Texas cities, Amarillo, El Paso and Houston, join Dallas in this larger proposed network.

According to the proposal, a basic national transportation network would ultimately be established to inter-connect directly each of the centers with all others. Doing so would assure next-day delivery of first-class mail between any two points in the nation and would expedite the distribution, dispatch and delivery of all other classes of mail by reducing the time now required for their delivery.

Based on the recommendations made in the report, preferential mail will be accorded the most rapid service practicable. In many cases the interchange of preferential mail between

National Centers will be by air. First-class mail from Dallas to many of these other cities is already being transported by air on a space-available basis. This new plan will mean even better postal service for the city and surrounding areas.

With present limitations in transportation, Government service between all major cities cannot be immediately achieved, according to the report. However, maximum benefits of existing transportation will be secured and ultimately the ideal objective will be attained as transportation is developed and improved.

The Postmaster General's proposal suggests the handling of non-preferential mail in an economic manner and in accordance with regular dependable schedules upon which mailers and addressees alike can depend.

As far as possible in available resources and existing authority, the new plan, based on modern transportation and mechanization, has already been put into effect in many areas. Many

CITY	POSTAL REVENUES	
	Calendar Year 1958	AMOUNT
1. New York		\$217,347,540
2. Chicago		151,209,699
3. Los Angeles		57,485,014
4. Philadelphia		51,112,745
5. Boston		43,715,439
6. Detroit		36,485,889
7. Saint Louis		32,346,168
8. San Francisco		31,282,429
9. Washington		28,612,032
10. Cleveland		28,586,652
11. Brooklyn		27,649,026
12. Kansas City		26,155,744
13. Minneapolis		22,502,453
14. DALLAS		22,139,575
15. Baltimore		19,094,040

AIR MAIL ORIGINATED Fiscal Year 1959

CITY	LBS.
1. New York	9,919,000
2. Chicago	5,220,000
3. Los Angeles	4,713,000
4. San Francisco	2,544,000
5. DALLAS	1,546,000
6. Detroit	1,532,000
7. Washington	1,525,000
8. Boston	1,501,000
9. Saint Louis	1,406,000
10. Philadelphia	1,351,000
11. Cleveland	1,105,000
12. Minneapolis	1,074,000
13. Kansas City	1,016,000
14. Atlanta	928,000
15. Cincinnati	747,000

of its recommendations, however, will require new equipment and facilities.

Justification for mechanized processing equipment depends on the development of sufficient volume to permit maximum utilization of this new equipment. This requires that mail volumes be consolidated for processing at a minimum number of points. At least one central distribution unit for each state is to be established, with a primary surface transportation network to inter-connect them.

Establishment of the distribution centers will permit maximum utilization of new mechanical equipment and will assure adequate transportation at the necessary times.

The implementation of all phases of this new postal plan will make possible the specific determination of sizes, types and location of required new facilities. It establishes clearly the types and capabilities of handling and processing equipment needed at various points, as well as transportation and manpower requirements.

Postmaster General Summerfield emphasized "that the full implementation of the Nationwide Integrated Postal Service Plan will assure an efficient, economically operated Postal Service which will make major contributions to the economic growth and welfare of the nation."

24 KEY NATIONAL TRANSPORTATION CENTERS

● POSTAL RECEIPTS RANK ■ AIR MAIL ORIGINATED RANK
Calendar 1958 Fiscal 1959 — Top 15 only listed

SOURCE: U. S. Post Office Department



1960 COMMITTEES

Take Over Chamber Projects

Hundreds of civic leaders in Dallas serve on the various modern committees of the Dallas Chamber of Commerce. The complete list of 1960 committee members follows. Chairmen are pictured on the next four pages.

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Harry Bass
S. T. Harris
H. N. Mallon
Robert McCulloch

Agriculture and Live Stock

Ronald Kretzinger, Chairman
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P. C. Cobb
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Myer M. Donosky
Ed Fite



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JOE BELDEN



PAUL CARRINGTON



MARVIN L. DAVISON



TED DEALEY



HENRY ENGLISH

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Joe Golman
Richard Haughton, Jr.
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Jack Johannes
Lester Jordan
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Ed A. Millican
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William Rives
E. Don Rott
Charles Rough

J. Curtis Sanford
George Schepps
Blackie Sherrod
Lancaster Smith
Jack C. Vaughn
Wesley Weed
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Wes Wise
Ben Critz, Secy.
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Fred Agnich, V.-Chairman
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Trammell Crow
W. D. DeSanders
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Walter Fleming
Lorch Folz

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C. C. Gorsuch
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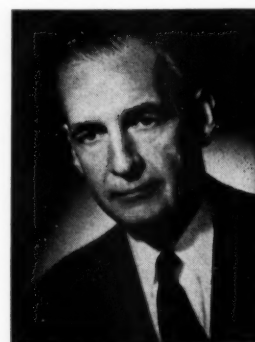
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Postal Service

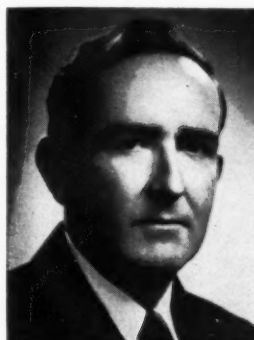
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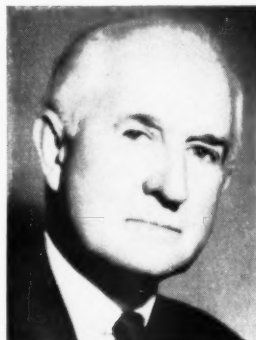
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 C. L. May
 E. Dale Mount

Joe A. Lubben
 W. E. Moss

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 George N. Aldredge, Jr., M.D.
 E. E. Barry
 J. W. Bass, M.D.
 Fred Brooksaler, M.D.
 B. B. Brown
 Lawrence C. Cameron, M.D.
 Howard C. Coggeshall, M.D.
 Charles M. Cole, M.D.
 Howard K. Crutcher, M.D.
 Richard Dathe, M.D.
 Milton V. Davis, M.D.
 Ben Dechard, Jr.
 Everett C. Fox, M.D.
 M. H. Gertz
 A. James Gill, M.D.
 Albert H. Halff
 D. A. Halley, M.D.
 E. R. Hayes, M.D.
 Millard Heath
 Harry B. McCarthy, D.D.S.
 M. L. McDonald
 Laurence Melton
 Allen Merriam
 J. Frank Parks, D.D.S.



GEORGE A. SMITH JR.



L. H. TRUE



ARTHUR STERN



JAS. K. WILSON JR.

(Continued on page 48)

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...in policyowner service
...in community service

As United Fidelity Life Insurance Company enters upon its 40th year of continuous growth, it is obvious that credit for the growth of this company is due to the outstanding leadership as illustrated by the men who serve as officers and directors. These men have dedicated themselves to building a company providing the best service to policy owners, the best service to the community and maintaining the financial strength and integrity of the company offering all interested persons the absolute in security. The company has consistently maintained the same high standard of financial strength as evidenced by again being awarded the highest recommendation for life insurance companies by the Alfred M. Best Company, who states: "The results achieved by the Company have been most favorable. In our opinion, it has most substantial overall margins for contingencies. Upon the foregoing analysis of its present position we recommend this company."

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Turner, Rodgers, Winn,
Scurlock and Terry, Dallas

DUDLEY K. WOODWARD, JR.
Attorney, Dallas

CONDENSED FINANCIAL STATEMENT December 31, 1959

ASSETS

Cash	\$ 1,178,293.07
U. S. Government, municipal and other bonds	6,716,991.31
Sundry assets	333,314.12
First mortgage and collateral loans	26,920,304.03
Stocks	2,990,654.87
Home office building and lot after depreciation	1,279,806.32
Home office building and lot addition less encumbrances after depreciation	188,223.00
Other real estate	3.00
Policy loans	3,903,278.84
Premium notes	125.52
Net deferred and uncollected premiums	1,157,527.92
Total Assets	\$ 44,668,522.00

LIABILITIES

Current bills due or accrued	\$ 19,027.81
Premiums and interest collected in advance	434,771.53
Reserve for incomplete and unreported death claims	54,814.90
Reserve for city, state, county and federal taxes	246,215.11
Mortgage loan deposit accounts and other sundry liabilities	466,632.75
Investment contingency reserve	596,727.15
Mandatory security valuation reserve	451,384.75
Total Current Liabilities	\$ 2,269,574.00

FUNDS EXCLUSIVELY FOR PROTECTION OF POLICYHOLDERS

Full legal reserve on outstanding policies	\$ 34,228,177.42
Capital stock	2,700,000.00
Contingency reserve	150,000.00
Surplus	5,320,770.58
Total Liabilities	\$ 44,668,522.00

39th Annual Statement

HIGHLIGHTS OF 1959

30 new agents added to the agency force. Total new business exceeded 1958 by 14.2%. Insurance in force rose above \$192,000,000. Average policy size for all insurance showed an increase of 14.4%.

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New Officers Appointed By First National Bank

"Aggressive teamwork and expanding services" keynote the recent announcement of major changes in the senior management of First National Bank in Dallas, one of the city's largest and most influential business institutions.

Announced late last month were the appointments of Robert H. Stewart III, president and chief executive officer; Ben H. Wooten, active chairman of the board; John J. Kettle, active vice chairman of the board; and W. Dewey Presley, senior vice president.

At the age of 34, First National Bank's new president is one of Dallas' youngest top management executives of a major business institution and one of the nation's most youthful of a major bank. Mr. Stewart, however, is no stranger to banking. His grandfather, Robert H. Stewart, Sr., served as chairman of the board of First National until his death in 1936. At that time his father, Robert H. Stewart, Jr., was elected a director of the bank, a position he held until his retirement from the board in January.

Accepting the presidency, Mr. Stewart said: "First National Bank in Dallas was built and made great by men and women devoted to Dallas. It is a privilege and a challenge to follow in the footsteps of such men as Nathan Adams, Edgar Flippen and Ben Wooten.

"No one can foresee all the changes that will take place in Dallas in the '60's and beyond," he added. "But by aggressive teamwork and expanding services, First National plans to lead the way in meeting the area's financial needs and in fulfilling its civic responsibilities."

Mr. Stewart began his banking career with the Empire State Bank in Dallas in 1949, joining the First in Dallas in 1951 as an assistant cashier. He was elected a vice president in 1953 and a senior vice president early in 1959.

First National's new president plays an active role in many business and civic activities. In October of last year, Mr. Stewart was named to the board of directors of Southwestern Life Insurance Company. He also is a corporate director of Allied Finance Company and Republic Insurance Company.

The young banker devotes much of his time and enthusiasm to charity work. He will head the March, 1960, Red Cross campaign in Dallas county. In addition,

Mr. Stewart serves on the boards of directors of the Community Chest, Texas Psychiatric Foundation, the YMCA's Camp Grady Spruce, and Circle 10, Boy Scouts of America.

In moving up to active chairman of the board, Mr. Wooten will fill a position left vacant by the retirement in 1955 of Edgar L. Flippen. In addition to his bank position, Mr. Wooten is chairman of the board of regents of North Texas State College in Denton, trustee of Baylor University in Waco, and member of the Dallas



Ben H. Wooten



R. H. Stewart III



John J. Kettle

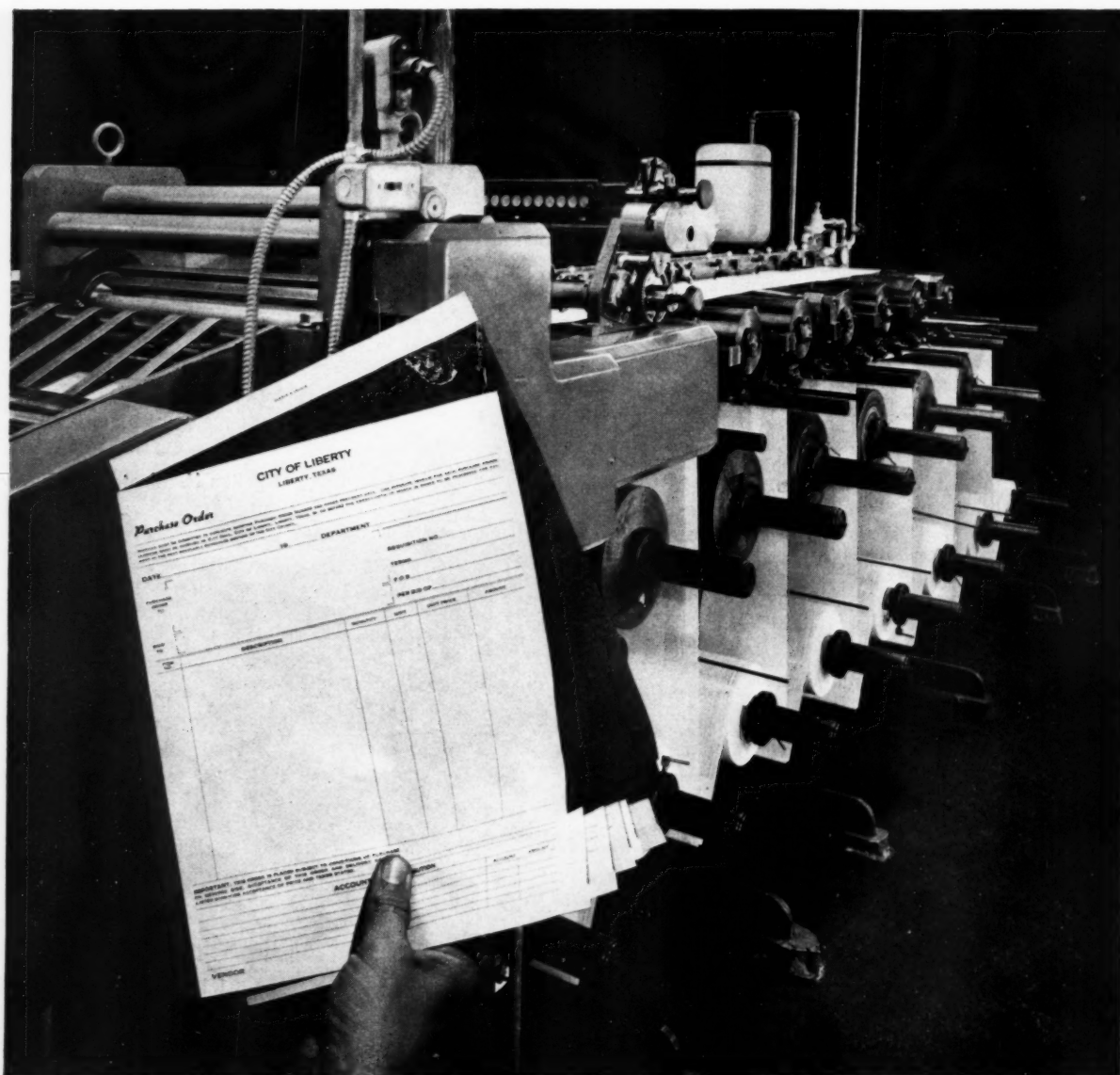
Executive Committee. His other activities include chairman of the board of trustees of Baylor University Medical Center, director of Dallas Federal Savings and Loan Association, the Gulf, Colorado and Santa Fe Railway, The Murray Company of Texas, Dallas Citizens Council, State Fair of Texas, Cotton Bowl Athletic Association, Baptist Foundation of Texas, Relief and Annuity Board of Southern Baptist Convention, Texas Research League, and numerous other organizations.

Long a prominent figure in the banking world, Mr. Wooten is national chairman of the commission planning the 100th anniversary observance of the national banking system. This year-long occasion will be celebrated in 1963. Mr. Wooten is chairman of the International Monetary Conference of the American Bank-

(Continued on Page 39)



W. Dewey Presley



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Lasso Club Names New Chairmen for '60



Members of the Executive Council, 1960 Membership Committee, are: (seated) Chairman Robert B. Cullum; (left to right) Vice Chairmen, Jim McBride and Carol Neaves; Elected Representative John J. Hospers; and Vice Chairman, James L. Cauthen; Dawson Sterling; Charles J. Barrett, Jr.; James C. Henderson, Jr.; Oliver F. Erickson; Carl Read, Jr.



Chamber representatives for new members and old members increasing their annual Chamber investment attended the February 9 luncheon of the Membership Committee. Left to right, first row: Maxwell Brown, Maxwell Investment Corp.; Louis Cantor, Canterbury Sales Co.; Joe Warren, Independent Oil Operator; Mrs. Rosalie Fisher, Abbott Employment; Carel H. Stone, C & L Stone; Mrs. Lora R. Hunt, Ridgway Mailing Co.; E. M. Ridgway, Ridgway Mailing Co. Second row: Dave N. Reed, Cathey Office Furniture & Supplies, Inc.; James J. Way, Terra Construction Co.; T. A. Webb, American Amusement Co.; Wallace W. "Bud" Fisher, Medical Management; Layden L. Stroud, Jr., Massachusetts Indemnity & Life Ins. Co.; George W. Herring, Sanders & Co.

Chamber President L. T. Potter, on February 1, announced the appointment of Robert B. Cullum, President of Tom Thumb, Inc. and A. W. Cullum and Company, as Chairman of the 1960 Membership Committee; and to assist the chairman, he named two committee veterans, Alfred C. Olney, Assistant to the President, Temco Aircraft Corp., and Bill Shaw, Dallas County District Clerk, as Associate Chairmen. Admiral Olney, serving his seventh year on the Committee, is a past Vice Chairman and a Double Life

Member. Bill Shaw, beginning his third year of service, was a 1959 Vice Chairman and his section received the number one President Potter Trophy for sponsoring 468 memberships; also he was awarded a Chamber Life Membership.

Chairman Bob Cullum immediately announced his appointment of eight Vice Chairmen to lead the individual sections. These are: Section No. 1, Carol Neaves; Section No. 2, Jim Cauthen; Section No. 3, Oliver Erickson (Life Member); Section No. 4, Jim Henderson (LM);

Section No. 5, Dawson Sterling; Section No. 6, Carl Read; Section No. 7, Charles Barrett (LM); Section No. 8, Jim McBride (LM).

The Executive Group held its organizational meeting on February 2, and set the 1960 goal at 2,300 memberships. President Potter appointed twenty-two new committeemen for replacement purposes, bringing the Committee to full strength with 110 members. The Committee-at-Large Section re-elected John J. Hospers as their representative on the Executive Council of the new committee. At the end of January, the Committee had sponsored a total of 86 memberships, leaving a total of 297 to be sponsored in February toward their pro-rata part of the annual quota of 2,300 memberships.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in saying thanks from the Chamber's entire membership to the following veteran members of the Dallas Chamber who have this month increased their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Beatty Engineering Company, 2728 Mockingbird Lane, John W. Beatty (Jack Hospers)



Chamber enthusiast W. C. Windsor, Jr. composed a special song for the Membership Committee entitled "The Lasso Club" and introduced it for the first time at the Chamber Annual Dinner on January 7 in the Empire Club. Left to right: Organist, Miss Inez Teddlie; Mr. Windsor, and Miss Jodi Jones.

Committeeman-of-the-Month

Asher Dreyfus, Jr., winner of this month's award as "Committeeman-of-the-month," sponsored 27 memberships in January. Mr. Dreyfus was appointed to the Membership Committee after serving on the One-Day-Drive last Spring, and has been active in Section Seven for the past seven months. Asher won his first Top Hand award in November, 1959, and was presented his second Top Hand award on February 9, 1960.

Mr. Dreyfus is Secretary of Linz Jewelers, one of the oldest jewelry firms in the Southwest. Asher also heads the Business Gift Division at Linz Bros., a Linz exclusive in the Southwest.

Born in Tulsa, Okla., in 1920, Asher received his elementary and high school education in Oklahoma City. He attended Illinois University, and in 1942 received his B.S. degree from the School of Business Administration at the University of Oklahoma with majors in Marketing, Accounting and Business Law.

In 1958, Asher joined the executive staff of Linz Jewelers. Last year, after completing professional courses in gemology, he received the title of Registered Jeweler, American Gem Society.



ASHER DREYFUS JR.

Asher and his wife, Betty Kahn Dreyfus, a native Dallasite, who attended Hockaday and the University of Texas, live at 10131 Daria Place. They have two children, a son, Lynn Alan, 13, and a daughter, Betsy Ann, 10.

Asher is a 32-degree Mason and is active in the Dallas Retail Personnel Association.

Mr. Dreyfus, as a member of the Linz management team, is interested in helping his business grow and increase its prestige as one of the fine jewelry stores of the world. He continues the custom started by the first generation of Linz leaders, that of serving his community and striving to be "another good citizen of Dallas."

Gordon's Jewelers, Inc., 1609 Main, Jerald Fisher (Jack Hospers)

Lyne, Blanchette, Smith and Shelton, Adolphus Tower Bldg., Fritz Lyne, James G. Blanchette, Jr., Lee Smith, James M. Shelton (Asher Dreyfus, Jr.)

Reynolds-Penland, 1524 Main, Paul Penland, W. C. Goodman, Ed Reynolds, Jr. (Asher Dreyfus, Jr.)

Sterling Jewelry Company, Mercantile Bank Bldg., Edwin Donsky (Jack Hospers)

United Tile Company, 501 S. Good-Latimer Expressway, Joseph Bonnetti (Charles Barrett)

Jas. K. Wilson Company, Jas. K. Wilson, Jas. K. Wilson, Jr., Bill Skinner, C. Douglas Jones, Joe P. Rud (Asher Dreyfus, Jr.)

Zale Jewelry Company, 1606 Main, William Zale, Esir Wyll (Asher Dreyfus, Jr.)

New Chamber members are:

Restaurants

Howard Johnson, Inc. of Texas, 4500 Fort Worth Avenue; Douglas Leverett (Jack Wantland)

Morgan's Snack Bar, 2405 Cedar Springs Rd.; Frank Morgan (Hubert Owens)

Individuals

James P. Melton, 5615 Anita (Roger W. Blackmar, Jr.)

Ben Gentle, Records Bldg. (Avery Mays)

Jack Murphy & Company, 2500 Stemmons Freeway; Jack Murphy (A. M. Branshaw)

Robert E. McKenna, 1704 Southland Center (Jack Hospers)



Proud winners of the 1960 President Potter Trophies at the end of January. Left to right: Alfred C. Olney, Associate Chairman; Jim Cauthen, Vice Chairman of Section No. 2, third place; Charles Barrett, Vice Chairman of Section No. 7, first place; Dawson Sterling, Vice Chairman of Section No. 5, second place and Bill Shaw, Associate Chairman.



"Award of Merit" to the top leaders of the Membership Committee presented at the Chamber's Annual Dinner, January 7 at the Empire Club. Left to right: Associate Chairman John S. Smith and Miss Jean Walsh; Chairman Marvin L. Davison and Mrs. Davison; Mrs. James W. Layne and Associate Chairman Jim Layne.

TOP HANDS...



ASHER DREYFUS
Second Award



JACK HOSPERS
Twelfth Award

Harvey DuPriest Lettering, 612½ Commerce St.; Harvey DuPriest (John Smith)

Oak Cliff Exterminators, 2503 South Vernon; L. C. Goode (Ellis Watkins)

Fittz O. K. Laundry & Dry Cleaners, Inc., 4520 McKinney; Olan K. Fittz (Dean Libby)

Transfer and Storage

Bridgefarmer Trucking Co., 909 South Pearl Expressway; Henry L. Bridgefarmer (Bob Greenwald)

Real Estate

Corekin-Seals Realty Co., 1210 Old Gate Lane; Don Corekin (Hubert Owens)

Roger K. Harlan, Realtor, Texas Bank Bldg., 810 Main St.; Roger K. Harlan (John Smith)

Suburban Realty Co., Main & McKinney-Richardson, Texas; Paula Stringer (Hubert Owens)

Publisher and Printers

Five States of Texas, Inc., Suite 111, 2909 Maple; Millard Almon (Staff)

News, Inc., 318 North Pearl; Mrs. Mary E. Hayes (Bill Conklin)

John A. Williams, Printer, 1000 Munger Avenue; John A. Williams (Ray Wilmarth)

Manufacturing

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Plastic Sealing Service, P. O. Box 4722; John Foster (Lyndon Parker)

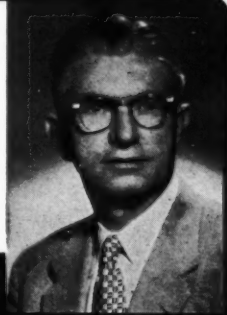
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R. Kenneth Winters, 1230 National Bankers Life Bldg. (Raymond Percival)

Marvin R. Springer, 211 North Ervay, Rm. 1410 (John Stemmons and John Smith)

Gene McRae & Associates, 619 Adolphus Tower; Lyndon G. Parker (Lyndon Parker)

Amusements

Victor's Restaurant & Lounge, 1913 Commerce; Victor Ballas (James C. Henderson)

La Cabana, Inc., 4508 Travis; Bill Petty (Judge Joe B. Brown)

The Browne Window Mfg. Co., Inc., 2841 Pierce; Nicholas Gianakos (John Smith)

Jus-Made, Inc., 3221 Pennsylvania Ave.; M. P. Christiansen (Jack Murphy)

Goldblatt Associates, 11033 Westmere Circle; Albert L. Goldblatt (Arthur Stern)

United Heat Treating Co., 2005 Montgomery, Fort Worth 7, Texas; L. L. Sanders (Charles Barrett)

Bol-Lin Manufacturing Company, 202 South Morocco; Jerry Bollin (Jack Wantland)

Versalite Displays, 3512 Ross Avenue; Maury Kagen (Judge Joe B. Brown)

Service

Affiliated Polygraph Service, 401 Commercial Bldg.; Samuel George, Jr. (staff)

Kiddie Ko-Ed School, 3402 South Beckley; Mrs. C. H. Byous (Jack Wantland)

Southwest Psychological Services, 5931 Palo Pinto; Leo F. Solomos (Bob Greenwald)

Associated Termite Control, 2017-A Abrams Road; E. E. Stafford (Ellis Watkins)

One Hour Martinizing, 2641 South Hampton; J. P. Hiegel (James Cauthen)

Harry Boucher & Co., 115 South Beckley; Harry Boucher (Jim McBride)

Esco Elevators, Inc., 318 N. Pearl; O. C. White (James W. Layne)

Edward F. Knight, P. O. Box 21006 (James W. Layne)

MW Exterminating Company, 1904 Joan; M. P. Miller (Ellis Watkins)

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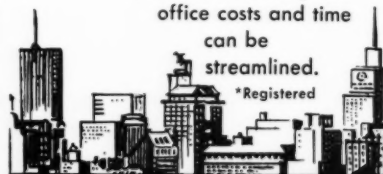
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Downtown Direct Mail Service, 1901½
Live Oak; Cal Callahan (James Cauthen)

Tubbs Marine Service, 14007 Harry
Hines; Solon A. Tubbs (Raymond Percival)

All-American Service Association,
4641 Greenville Avenue; David Ellis
(James W. Layne)

Contractors

Gray Electric Company, 2241 Inwood
Road; Troy D. Gray (Gail Risch)

Sandlin Electric Company, 1906 Canton
Street; Clyde D. Sandlin (Bill Conklin)

Seaglass Pool Company, 8800 Harry
Hines; Girvin Keefer (Joe Dozier)

Golden Triangle Contractors, Inc.,
3010 Blackburn; Carl Cox (John S. Smith)

Joe Funk Construction Engineers, 5643
West Lovers Lane; Joe Funk (Leon Marshall)

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Harlan R. Wilson, 1900 N. Akard
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of Irving, 130 W. Irving Blvd., Irving,
Texas; Bob Nelson (Don Kerr)

Texas Imperial Corporation, 1208 Natl.
Bankers Life Bldg.; T. Franklin Schneider
and Carl J. Johnson (Jack Clark)

Southwest Business Investments Co.,
914 Merc. Bank Bldg.; Clifford Thyfault
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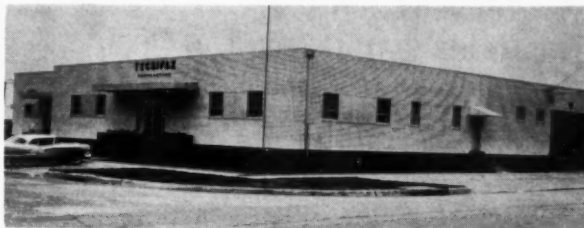
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Union Bldg. (Hugh Howard)

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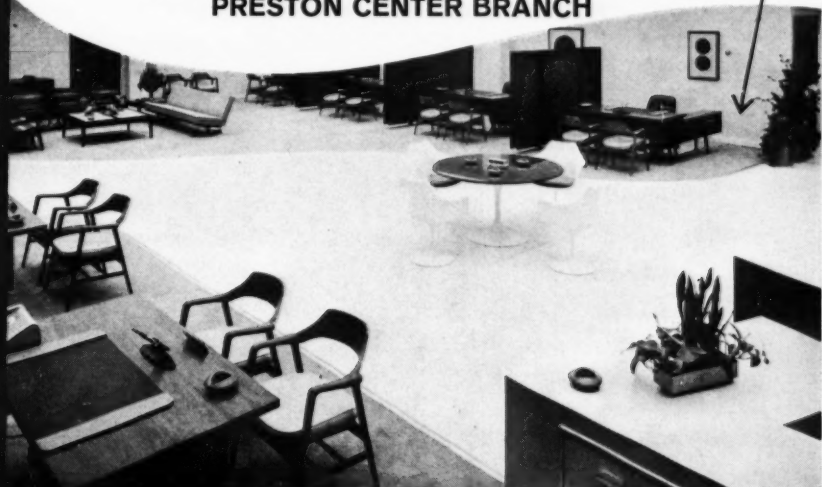
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General Paper Corp. of Texas, 9122 Directors Row; Robert N. Dahl (Jack Hoppers)

Nardis Sportswear, 410 South Poydras; Bernard L. Gold (Ellis Watkins)

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Amusements

Boyd's Bar, 2939 Elm St.; David V. Vaden (James C. Henderson, Jr.)

New Bank Officers

(Continued from Page 31)

ers Association and vice president of the National Bank Division of ABA.

Mr. Kettle, who is now vice chairman of the board of directors, began his banking career in 1913 with American Exchange National Bank, a predecessor of First National. He advanced to vice president in 1932 and senior vice president in charge of the Business Development Department in 1951. Mr. Kettle is a director of the State Fair of Texas, a 33rd degree Scottish Rite Mason, and has been active for many years on various committees of the Community Chest, Chamber of Commerce, Southwestern Medical Foundation, and other civic enterprises.

Mr. Presley, elected a senior vice president by the board's action, joined First National in 1952 as an assistant trust officer. A Baylor University graduate, he was a special agent for the Federal Bureau of Investigation for 10 years prior to his joining the bank. Mr. Presley is a member of the American Institute of Certified Public Accountants and a director of the Baptist Foundation of Texas.

At the stockholders meeting earlier, three new corporate directors were named including First National's new president. Advanced from advisory directors to corporate directors were Mr. Claude G. Adams, vice president of Braniff International Airways, and Mr. Ernest Hundahl, Southwest division manager of United Benefit Life Insurance Company and Mutual Benefit Health and Accident Association.

By the board's action Roy V. Jackson and Tom W. Finney were promoted to vice presidents.

Promoted to vice presidents and trust officers were George P. Ridgway, Loren D. Gordon and J. H. Montgomery.

Promoted to trust officers from previous positions as assistant trust officers were Lawrence H. Budner, Joe T. Fox, Cave L. Johnson, Jr., and James L. LaPrelle, Jr.

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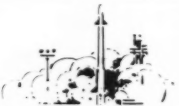




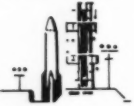
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	OIL REFINERY AUTOMATION	Genesys Corporation, a Vought subsidiary, is developing a system for automation of Sun Oil Company's refinery in Marcus Hook, Pennsylvania. The West Coast subsidiary also is investigating other markets for automated process control systems in the fields of air-traffic control, market surveys and advanced industrial control computing.
	DATA PROCESSING EQUIPMENT	Includes new high-speed electronic document handling equipment, now being developed for the U. S. Federal Reserve System, and the READATRON Credit Card System for processing retail credit invoices. Both systems produced by National Data Processing Corporation, Dallas company in which Chance Vought owns a majority interest.

DEFENSE PRODUCTS AND SERVICES

	CRUSADER FIGHTERS	Well over 500 already delivered. Recent \$58 million Navy order for the Mach 2, all-weather F8U-2N version of the <i>Crusader</i> extends production through 1961 and raises total dollar value of orders for this fourth <i>Crusader</i> model to about \$100 million.
	SCOUT SPACE VEHICLES	Popular four-stage rocket for space probes. Rockets, along with 109-foot launching towers, supplied to National Aeronautics and Space Administration by the Astronautics Division of Chance Vought.
	SPACE FLIGHT RESEARCH	Simulator for space flight training and spaceship development. Space medicine studies into food-producing systems for spaceships. These and other projects being conducted by Vought's Astronautics and Research Divisions.
	MILITARY ELECTRONICS	Quantity order for electro-hydraulic actuators for control of the <i>Minuteman</i> Intercontinental Ballistic Missile. These and other power controls, antennas and ground support electronics now being produced and marketed by the Electronics Division.
	SLAM NUCLEAR-POWERED MISSILE	Intercontinental range with a revolutionary nuclear engine. Being researched under an Air Force study contract by the Aeronautics Division.
	ANTISUBMARINE WARFARE EQUIPMENT	Contracts with two Navy agencies for work on improved methods of detecting and destroying submarines. Studies and development work proceeding in the Aeronautics Division.
	MISSILE RANGE MANAGEMENT	Under Pacific Missile Range contracts, Range Systems Division is operating tracking installations in Hawaii and Utah. For the Air Force, the Division operates a range in California.

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Women in BUSINESS



Mrs. Margaret Cone

Mrs. Margaret Cone directs activities of a nearly \$200,000-a-year operation whose profits all revert to the community at large.

A bubbling, dark-haired, motherly woman, Mrs. Cone is executive secretary of the Dallas Day Nursery Association. Her duties carry her to all eight of the nurseries where a total staff of 70 cares for nearly 400 children aged 2 to 6.

The children are those whose mothers must work to support the family and who can't afford private care. Last year, out of a budget of \$191,904 for the eight nurseries, \$126,285 came from the Community Chest campaign. The remainder came from fees — figured on a non-profit sliding scale according to need.

Mrs. Cone takes a deep personal interest in all the nurseries. When she visits any one of the eight day care centers, small children run to greet her. Despite the fact that 350 to 400 youngsters are in the nurseries at a time, she can turn and greet most of them by name.

The nurseries have a minimum of discipline problems. Mrs. Cone says their "secret of success" along this line is to keep the youngsters as busy as possible and to have teachers who understand how to divert the children's interests to a variety of things.

Since she became executive secretary of the nurseries in 1952, Mrs. Cone has expanded the in-service teacher training program which she considers of top importance. "We choose our teachers very carefully," she said. "In addition to women

who love children, we need teachers who understand them and who know how to win their confidence. It takes a calm and patient person."

Mrs. Cone's interest in children dates back to her first job at the age of 18 at her home town, Sherman, Texas. After one year at Austin College at Sherman she started teaching at a rural school north of Sherman. "In those two years I think I ran into everything one can encounter in teaching. It was a very rich experience," She taught all grades, and as often happens in a rural community, helped out with a lot of personal problems of her students too.

She taught elementary and high school grades in the Sherman school system until she moved with her family to Denton. She returned to college at North Texas State and earned a bachelor of science degree in public school music.

She served as supervisor of public school music at Sherman for about a dozen years, at the same time taking part in activities at the First Baptist Church and directing the church choir.

Then, curiosity about another field beckoned and she returned to North Texas to earn a master of science degree in home economics. She made a special point of working in every course she could find concerning child development, and assisted in the summer play school and the foods department at North Texas. She also was director of college dormitories for girls.

In 1943, after graduation, she married Adam Cone, Jr., an independent oil operator, and lived in Palestine in East Texas for two years until they moved to Dallas.

In Dallas she returned to her beloved working with children taking a position with the Dallas Independent School District as a home counselor. She later was employed by the Dallas Housing Authority as a community services advisor, representing the authority with agencies and directing community programs in housing projects. A number of the programs related to small children.

In 1952, she was chosen by Mrs. Maro Booth to succeed her as executive secretary of the day nurseries. During her service with the association, two new nurseries have been built — the new Huvelle Nursery and association headquarters on South Ervay, and the Pearl C. Anderson Day Nursery in Garland. Two others which were located in temporary war housing areas have been closed as the need for them disappeared.

Mrs. Cone says she doesn't have any hobbies as such, but is affiliated with several professional organizations, the Altrusa Club, and is active in projects at the Park Cities Baptist Church. Her latest civic honor was to be chosen by Governor Price Daniel as a Texas delegate to the White House Conference on Children and Youth in Washington this spring.

"In this work you have to have enthusiasm and believe in it," she said, "or you would get lost with all the problems. Liking what you do means a great deal."

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world trade NEWS

Our Stake in Latin America

"What good does it do us to expend millions of dollars and thousands of lives to aid a country like South Korea, on the other side of the globe, if in the meantime we wind up with a Communist-oriented country 90 miles from our own shore?"

Such is the thinking of Vision Magazine's publisher, William E. Barlow who addressed Dallas delegates at the recent Mississippi Valley World Trade Convention in New Orleans.

Such, also is the thinking behind this month's Committee for Economic Development meeting at which Dallas businessmen concentrated on ways of increasing trade and, particularly, good relations with the Latin American countries.

This problem, also, is paramount in the current "good partner" visit by President Eisenhower to South America.

So firmly entrenched has been our complacency toward Latin America, it is hard to accept the fact that we have simply not kept up with the great changes within our own hemisphere within the last decade. And it is harder still to admit that to some extent, at least as a people, we have not kept up because we have discounted the Latin Americas. That, flatly, we have just not been interested.

Yet, in the past ten years, the economy of the Latin countries has changed tremendously. In the next ten years it is expected to change even more.

Exactly what *has* been happening in South America? Mr. Barlow quotes the following statistics from Vision.

In 1949, there were barely 6,000,000 radios, and no television sets, in Latin America. Now there are at least 22 million radios and over 2,000,000 television sets in use. Ten years ago, Latin America was producing yearly around 1,300,000 tons of basic steel. This year, production will be over 4½ million tons. Since 1950, the automobile industry has grown from 60,000 units limited to assembly operations, to over 200,000 vehicles actually produced in Latin America plus an assembly of 80,000. Air travel within the decade has grown from 171,000 passengers in 1949 to 490,000 last year.

Prospects for the future, summarized

in Vision Magazine early this year quote these expectations for the coming decade:

By 1970, Latin America will have 270 million people — 50 million more than the United States and Canada combined. The total gross product, now around 67 billion dollars, will rise to 100 billion by 1970. Steel production will jump 166%, to over 12 million tons. Oil and gas consumption will double. Electric power production will rise from 60 to 100 billion kilowatt hours yearly. Six million automobiles and trucks, and 40 million radios and 10 million television sets will be in use. United States imports from and exports to Latin America will each be close to the 6 billion dollar level.

Of course, we can see immediately that this is no market to scoff at or ignore. In fact, as Mr. Barlow insists, we must take active steps in the direction of promoting this market, not only through an attitude of direct partnership and free business enterprise, but through energetic efforts to correct our mutual misconceptions of each other.

Inter-American business conferences, efforts to learn Spanish, Portuguese, and other foreign languages; trade exhibits on various countries; and stepped-up drives to exchange realistic information between nations are only a few of the programs which can be materially furthered by the U. S. business community.

For, "if," says Mr. Barlow, "we here in the United States continue to ignore or misunderstand the problems, aspirations and attitudes of the Latin American countries, we may soon find ourselves flanked by hostile or at least neutral neighbors."

John H. Shoaf, manager of the Chamber's World Trade Department, also points with concern to this fact; that within the past ten years our economic **partners** in Latin America have now become **neutral consumers**.

Instead of a spirit of partnership and trade between ourselves, and **with** the rest of the world, we are splitting to a point where the establishment of a separate South American Common Market is no longer a rumor to be dismissed — or simply not interested in.

World Trade News

In fact, J. Peter Grace, president of W. R. Grace & Company, told us at the South American Fortnight last fall that he expects to see a South American Common Market operating in 20 years, and a Central American Common Market within five years.

Whatever our economic views, we can hardly be enchanted with the prospect of so large, and presumably so neutral an economic bloc, within our own back yard. The difference in one nation shutting another out, through various forms of trade regulation, and a group of nations counteracting another group through similar regulations, is only a matter of degree or proportion, not a matter of effect.

While the purpose and worth of the common market is being debated around the world, we are faced with other curious alignments shaping up on our side of the globe.

Take the odd effort by Cuba at this moment to organize with Yugoslavia, Egypt and other eastern nations, a neutral bloc between the United States and Russia. While the political implications of this move are obvious, the economic effect of such a development can hardly be ignored.

At one and the same time, our situation with Latin America poses both a threat and a challenge.

On the one hand recent government studies point out that:

1. In the next few years, Latin America will take one of three courses: either side with the United States, or with Russia, or become neutral (which will serve the Communist objective just as well).
2. The basic social revolution now in progress in Latin America will not only continue but accelerate . . . and
3. The Communists will increase their efforts to turn this social revolution and its accompanying nationalism to their benefit.

More optimistically, Mr. Barlow concludes:

"If we make an effort to understand what is happening in Latin America today, there is no reason why we can't help lead it toward a close hemispheric unity . . . and, of course, better, healthier business for all of us."

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NEWS SPOTLIGHT

Sales, Service Campaign Is Set for Retail Stores

An intensive program to make Dallas unquestionably the best place to shop in America is planned for March 4 through April 1 this year. Adopting the name, "S & S" (for Sales & Service), the program will be sponsored by the influential Dallas Sales Executive Club and the Dallas Retail Merchants Association.

Says Gordon F. Cullum, DRMA president: "Although the Federal Reserve System consistently reports Dallas as having among the highest total retail sales in the nation, local merchants and the public alike are interested in encouraging salespersons to be more courteous and helpful."

DSEC president C. H. Shackelford adds: "This not only requires a thorough knowledge of the products or services offered for sale, but a sensitivity toward and understanding of customers *as people!*"

The slogan of the S & S program therefore is: "Better Sales & Service Is Up to You!" The implied challenge is directed to customers to learn to expect better service, and salespersons to *provide* it in order to create more enjoyable—and profitable—buying habits.

To launch "S & S" in the minds of Dallas citizenry, a joint dinner meeting of the two 500-member organizations will be held at 6 p.m., March 4, at the Dallas Athletic Club, according to Chris Kelley and Myron Everts, directors of DSEC and DRMA, respectively. Members' wives have also been invited to what is anticipated as the largest gathering of the city's leading persons in sales management.

Speaker for the evening will be Dr. George Herpel, director of management training and development for the International Shoe Company in St. Louis. His subject will be "Training Is Your Job."

Preceding Dr. Herpel's address, a brief and colorful explanation of "S & S" will be outlined before the audience. Briefly, the programs works like this:

DSEC members and their wives are provided "S & S" report books to be filled out when "shopping" at member stores of the Dallas Retail Merchants Association. They do not identify themselves, however, as an "S & S Shopper" until after the salesperson completes his presentation. Then the shopper presents a miniature certificate thanking the salesperson for participating, even unknowingly, in the "S & S" program. (A DSEC



DEMONSTRATING better sales and service are these directors of Dallas' 1960 "S & S" program: Myron Everts, left, director of the Dallas Retail Merchants Association, and Chris Kelley, director of the Dallas Sales Executives Club.

shopper, of course, is not required to buy anything. This does not preclude the chance, however, they may be "sold" by an effective salesperson.

In confidence, the shopper then rates the salesperson in the "S & S" report book; and if it is an outstanding report, that salesperson will later receive a certificate of merit signed by both presidents of the DSEC and DRMA in addition to personalized recognition through publicity and prizes.

Two motivating factors are expected to guide the S & S program to final success: (1) Individual recognition of every retail salesperson in Dallas who does an outstanding job of sales and service during the time of the program; and (2) an opportunity for volunteer DSEC shoppers to not only observe effective (and ineffective) sales techniques for their own improvement, but to win valuable prizes and merchandise by regularly submitting their S & S shopping reports.

"Nearly 100 major stores and retail establishments have asked to be shopped during the S & S program" Mr. Everts says, while Mr. Kelley pledges "a large DSEC shoppers committee headed by 35 team captains who have been assigned to each one of these participating outlets."

Directly assisting Mr. Everts are W. A. Lee, T. A. Tombrello and Jas. K. Wilson, Sr. Mr. Kelley's chief assistants are Robert Carl, Earl Bauer and Arthur Payne.

The cooperating committees agree that the purpose of S & S is to provide incentives and a public consciousness for the

News Spotlight

motivation of salespersons in Dallas to extend a greater degree of individual salesmanship and consideration for customers.

The two organizations cite these potential benefits of the program:

- (1) Develop a nationwide reputation for Dallas as the friendliest, most desirable place to shop—not only because of the merchandise offered but because of considerate sales attention.
- (2) Boost the general economy of the area through increased retail sales.
- (3) Improve the job function and degree of personal satisfaction.
- (4) Extend an opportunity for more people to become "selling" conscious.
- (5) Specifically evaluate the performance of retail sales personnel for the management of cooperating S & S stores and companies.

*

Metals Show Attracts High National Interest

High interest throughout the United States in Dallas is being demonstrated by leaders in the metals industry. The 2d Southwestern Metal Exposition and Congress will be held here May 9-13.

The interest is being shown by inquiries on displaying basic materials, machinery for fabricating and testing and methods to improve production at reduced outlay. All industries working in metals, whether it be in metalworking tools, manufacture of metals or in making products of metals, are interested in this show and the new developments in metals it will present.

Exhibit areas are being allocated at headquarters of the American Society for Metals in Novelty, Ohio. Officials have forecast that all exhibit areas in the huge show will be occupied by informative displays.

Heavily attended ASM technical sessions in the Sheraton-Dallas hotel are anticipated to accompany the show. Eight one-half day technical sessions with authoritative speakers are programmed.

Attendance at the show will come principally from a 600-mile area around Dallas, according to Ted C. DuMond, coordinator. But, he said, metal men will come from all over the United States, with large delegations from the West.

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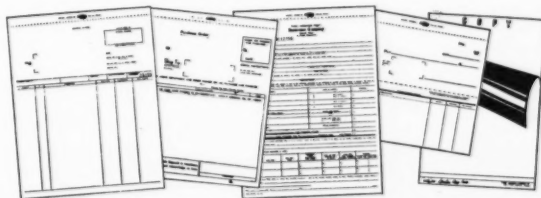
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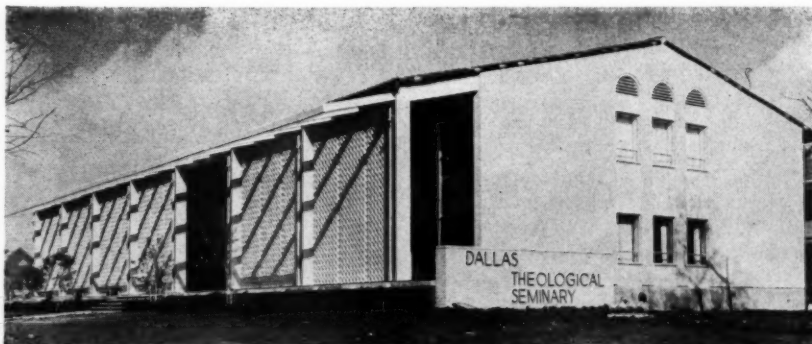
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THE NEW \$400,000 Mosher Library is hailed as one of the finest theological library buildings in the entire Southwest.

Theological Seminary Dedicates New Library

With the dedication January 18 of the \$400,000 Mosher Library of Dallas Theological Seminary and Graduate School of Theology, 3909 Swiss Ave., the stature of Dallas as a cultural and religious center lengthened.

Described as one of the finest theological library buildings in the Southwest, if not the country, Mosher Library incorporates the most modern concepts in library design and the latest advances in library equipment.

Named as a memorial to W. S. Mosher, Sr. and T. J. Mosher, Dallas and Southwest industrial, civic, and religious leaders, the building is designed to hold a collection of 100,000 volumes and to serve a student body of 500. The Dallas Seminary collection now totals more than 37,000 volumes and the student body this year is 318 men.

The three-storied building employs a modified Spanish modern design which harmonizes with the architectural motif of the other main Seminary buildings, Lidie C. Davidson Hall, D. M. Stearns Hall, and Lewis Sperry Chafer Chapel. Until required for stack area as the Seminary collection grows the ground floor accommodates four modern classrooms and the student post office. One classroom is especially equipped for use by the homiletics department so that student sermons can be recorded on film and tape for study.

Outstanding feature of Mosher Library is the monumental two-storied reading and browsing area which stretches the length of the 128-foot building from the entrance lobby and free-standing staircase. The glassed west wall is protected by a decorative tile sun-screen, which encloses landscaped and concrete reading courts accessible from the reading area.

Total size of the air-conditioned Mosher Library is 21,640 square feet. The structure is of reinforced concrete construction faced with cream colored wire-cut brick to match the other buildings and with a matching tile roof.

Architects for Mosher Library were Fisher & Jarvis, A.I.A. Engineers were Guerrero & Ratliff, mechanical engineers, and Edward L. Wilson, Jr., structural engineers. General contractor was the T. C. Bateson Construction Co.

Both W. S. Mosher, Sr. and T. J. Mosher were members of the temporary committee which met on November 7, 1923, for the founding of the Evangelical Theological College, later to be renamed Dallas Theological Seminary. Both men served on the Board of Trustees the first year of the new school, 1924. W. S. Mosher, Sr. continued to serve as a Trustee and Treasurer of the Board until 1930. T. J. Mosher rejoined the Board of Incorporate Members and Board of Trustees in 1948. In 1949 he became chairman of the Board of Incorporate Members and continued to serve until his death in 1951.

E. J. Mosher, son of W. S. Mosher, Sr. and executive vice president of Mosher Steel Company, led in the prayer of dedication at the services.

★

R. G. Storey Is Named Outstanding Salesman

Robert G. Storey, president of the Southwestern Legal Foundation and former dean of the Law School of Southern Methodist University, has been named Dallas' "Outstanding Salesman" for 1959.

Selection of Dean Storey as the recipient of the award was announced by C. H. Shackelford, president of the Dallas Sales Executive Club, at the 12th an-

News Spotlight



Robert G. Storey, right, president of the Southwestern Legal Foundation and former dean of the Southern Methodist University School of Law, is shown receiving a trophy as Dallas' "Outstanding Salesman" for 1959. The presentation was made by C. H. Shackelford, left, president of the Dallas Sales Executives Club.

annual Distinguished Salesman's Award dinner at the Sheraton-Dallas Hotel.

Also honored at the dinner were 45 salesmen who led their Dallas-area companies in sales during the past year.

In announcing the selection of Dean Storey as the city's "Outstanding Salesman" for 1959, Mr. Shackelford emphasized the role the famed attorney played in helping establish the Southwestern Legal Foundation, declaring that Dean Storey "has done much to bring international recognition to Dallas."

The former dean of the S.M.U. Law School currently is vice chairman of the U. S. Civil Rights Commission and is a former president of the American, Texas and Dallas Bar Associations. He has been a member of the Council of the International Bar Association since 1952 and is a former president of the Inter-American Bar Association.

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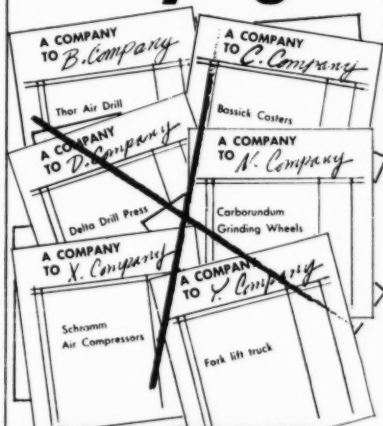
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and Chamber of Commerce**
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(Continued on page 51)

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(Continued from page 49)

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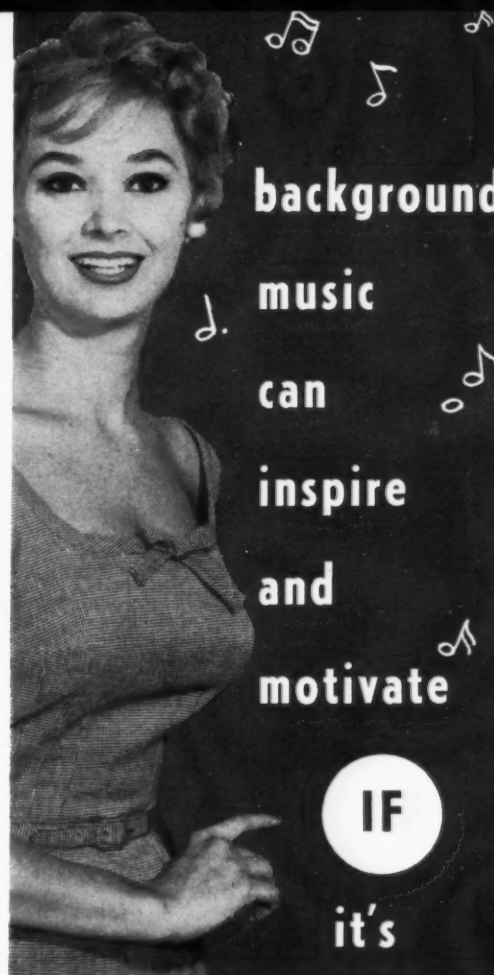
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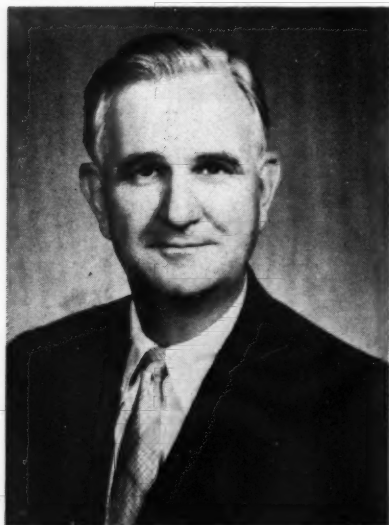
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MEETING THE CHALLENGE OF CHANGE

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Thirty years ago, Texas Bank and Trust Company opened its doors at its present location with a total capital of \$125,000 and total resources of \$1,000,000. Today, thirty years later, Texas Bank has capital in excess of \$7,000,000 and total resources of more than \$100,000,000.

In its years of growth Texas Bank has witnessed a vast change politically and economically in the country and within its own empire, the Southwest. In the past thirty years the Southwest has undergone a dynamic economic growth . . . industry in the nation has expanded and decentralized, new products have been developed. Family wealth has also increased.

Through the years Texas Bank has never lost sight of its constant and basic philosophy "Willingness to Serve." Service is a very personal concern whether it is Bank to Individual, to Family, to other Banks, to a Company or to a Corporation with world-wide interests. Consequently the customers of this bank are among the most important in business and the community in the Southwest and in the Nation. In approximately the past decade and a half, Texas Bank has grown faster than the average of the Dallas banks . . . and Dallas banks are among the fastest growing in the nation.

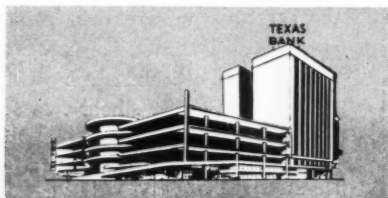
Grass roots planning for budgeting and management development are two unique practices of Texas Bank which have helped it face up to the responsibility of these social, civic and economic changes. For many years this Bank has looked a decade ahead. Each six months its goals are reviewed and renewed at a management retreat. These retreats also serve to show that the elements of personal attributes are made superior wherever such faith in the Superior Being has been strongest. The world somehow seems to possess the American philosophy of growth, with advancement of freedom of the individual and political freedom for all. Since the principal attribute of growth of Texas Bank has been this desire to serve, we tender a salute of service to the past and dedicate another to the future.

And . . . we wish to recognize the help of our customers and friends and our fine organization of men and women who have so faithfully served our Bank. We are especially grateful to our growing list of stockholders. They now number 831 and reside in 18 different states.

W. W. Overton Jr.

C. B. Peterson Jr.

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DRIVE UP
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YOUNG MEN GOING PLACES

Robert C. Mullaley

by Elery Owens

From Blackstone to Black Boxes.

In a few words and over-simplified, that might be part of the chronicle of Robert C. Mullaley.

His association with Blackstone was a logical one. It began with his training as a law student.

But just when Bob Mullaley had his sheepskin in hand and expected to solidify his association with Blackstone as a practicing attorney, the Black Boxes took over.

They are very much a part of the industry in which he is a fast-rising young executive — the electronics industry.

At 33, Bob Mullaley is Assistant General Manager of the Texas Division of the far-flung Collins Radio Company — and Assistant Secretary of the corporation.

He calls himself a lawyer surrounded by engineers — and insists: "I still don't know what the devil's inside those black boxes."

If so, it hasn't been much of a handicap.

Although admittedly no expert in the technological maze of transistors, microwaves, Single Sidebands and missile systems, Bob's other attributes have made him an important part of the Collins team.

In his current post, he rides herd on the day-to-day operations of the five subdivisions of Collins Radio's Texas Division: manufacturing, engineering, comptroller, industrial relations and sales.

Since Collins Radio moved to Dallas in 1951, its Texas division has grown into a major one. More than 2,200 persons are now employed at Collins facilities in the Trinity Industrial District and at Richard-

son — and their monthly payroll exceeds \$1,200,000.

It was about the time that Collins moved to Texas that Bob joined the electronics firm — at its headquarters in Cedar Rapids, Iowa.

A native of nearby Marion, Iowa, Bob had just received his law degree from the University of Iowa Law School.

Collins then needed an attorney, for legal work on priorities involved in Korean war contracts.

The personnel director checked with the Dean of the Iowa Law School, who mentioned Bob Mullaley. At that time, Bob's plans centered on practicing law — and perhaps later indulging his working interest in Iowa politics.

But he compared his salary offers from Collins and a Cedar Rapids law firm — and went with Collins. The dominant factor in his decision was the fact that the first of the current five little Mullaleys was already on the scene.

He began with Collins as staff counsel of the manufacturing division at Cedar Rapids — and then went to the purchasing division, in the same capacity.

After three years on the administrative side, Bob's next assignment was Canada. He helped set up Collins Radio Company of Canada, LTD, in Toronto as its Secretary and Director of Contract Administration.

Collins of Canada was primarily involved in the manufacture of communications equipment for the vast Dew Line system stretching across Canada and Alaska.

After a year and a half, he entered the

International Division of Collins, which he helped organize — and served as its director of Sales Administration.

This assignment made something of a world traveler out of Bob, whose Navy service in the waning months of World War II had not taken him out of the States.

If the Navy didn't show him the world, Collins did — Europe, South America and Asia, especially Southeast Asia.

It also provided some valuable training as a diplomat without portfolio. Although most of Bob's work involved the sale of communications equipment to overseas airlines, he also had considerable dealings with governments.

"In Southeast Asia," says Bob, "we'd have a deal set to go and then find the top man was out. We'd have to start negotiations with his successor."

His negotiations and work obviously passed muster, because after a year and a half and 40,000 miles with the International Division, he was promoted to Dallas.

Come April, he will have been here two years — something of a record for fast-moving Bob Mullaley.

He has literally come a long ways. But he has retained his drive, his Irish wit and his interest in the politics and affairs of his country. All of them are, perhaps, a part of his midwestern, grassroots background.

They have broadened and matured during almost a decade of association with a company that plays a major role in what has become the age of electronics.

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NEW AND EXPANDING BUSINESS



The new 187,000-square-foot warehouse of Procter and Gamble, located west of its manufacturing plant in South Dallas, permits the company to consolidate all of its local warehousing and puts the equivalent of four football playing fields under one roof.

Procter and Gamble Occupies New Warehouse Facilities.

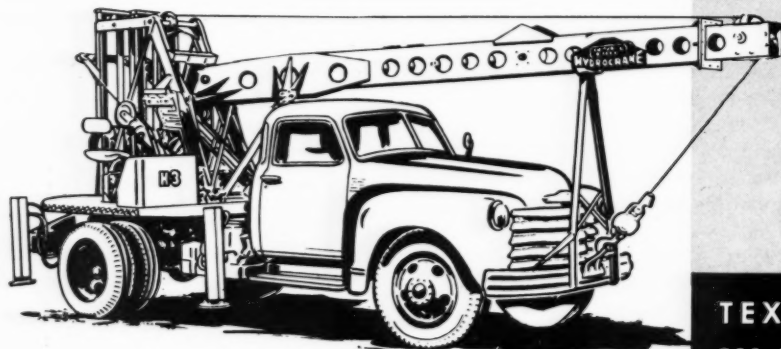
The huge warehouse constructed by Lantex Construction Company and owned by A. A. Lander of Dallas, will provide Procter and Gamble with over four acres of storage area, high enough to allow a 20-foot stack of soap, detergents, toilet goods and food products.

More than one-third of the building is air-conditioned for storing food and toilet goods products. Air-conditioned offices and locker room facilities for 20 men also are provided. Up to 12 railway cars and 30 trucks can be spotted at one time.

J. T. McKinnon is Dallas plant manager for Procter and Gamble.

► Chance Vought Aircraft, Inc., has formed Vought Industries, Inc., a wholly owned subsidiary which will acquire and operate companies in the house trailer industry. Clifford E. Burt, Chance Vought vice-president of finance, will head Vought Industries with offices in the Southland Center. Other officers are A. D. Hancock, treasurer, and J. J. Gaffney, secretary. Manufacturing will be continued in plants currently operated by the acquired companies and no house trailer manufacturing will be assigned to Chance Vought's Dallas plant. Two "mobile home" manufacturers already have been acquired and a purchase agreement signed with a third.

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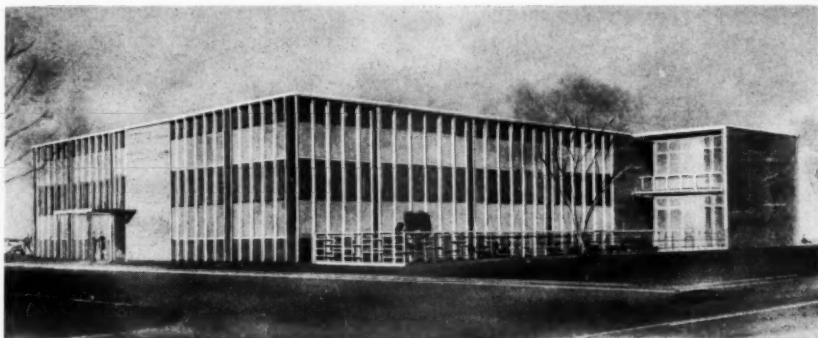
HYDROCRANE — for setting steel, machinery (including precision machines or heavy duty), and lifting any damageable materials.

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New and Expanding Business



Hardware Mutuals Starts Construction on Office Building

Hardware Mutuals Insurance Companies has begun construction on this two-story, 30,000-square-foot office building on a 2.8-acre site at 8201 Stemmons Freeway in Empire Central, with space provided to double the building area. The southwest district office, which serves Texas, Colorado, New Mexico, Oklahoma, and the Dallas branch office will be in the new facility. The architects are Broad and Nelson; Edward L. Wilson, Jr., is the structural engineer, and Julian P. Barry is the general contractor. Jim Moran, of Hudson & Hudson, Realtors, handled the real estate transaction.



Fix Company Opens New Offices

George J. Fix Company has opened new offices and a warehouse at 1901 Good-Latimer Expressway. The 17,000-square-foot facility provides approximately four times the floor space of the firm's former quarters at 2413 Commerce St.

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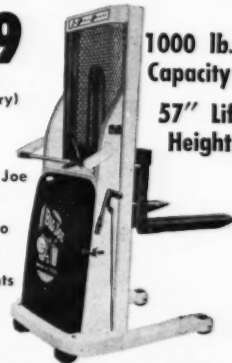
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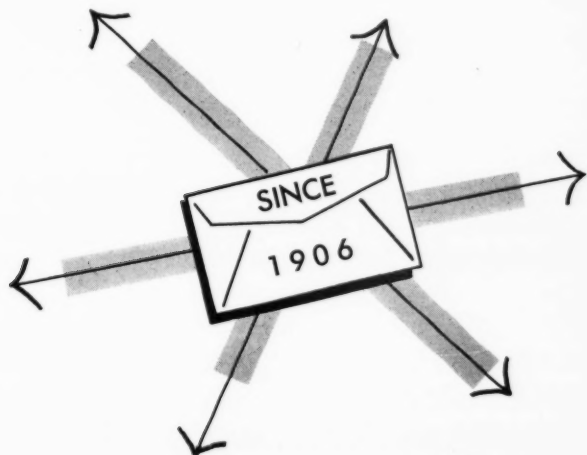
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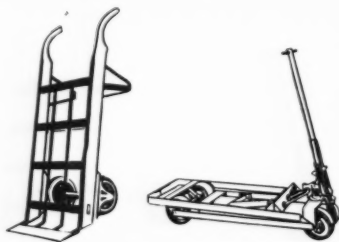
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New and Expanding Business



Valley View To Be Regional Shopping City

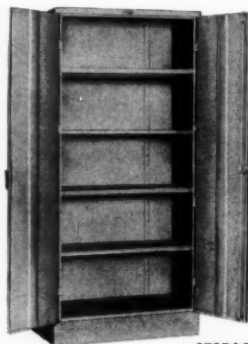
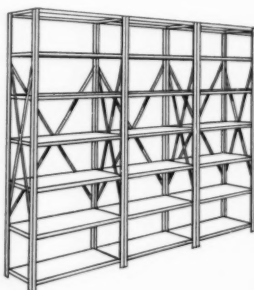
A multi-million dollar regional shopping city to be built on a 135-acre site at Valley View and Preston Roads in North Dallas has been announced by developer Trammell Crow. To be known as Valley View, it will include from 125 to 150 retail stores and shops, a 110-bed hospital, medical offices, two hotels, office building, a farmers market, theater, restaurants and bowling alley. Harold A. Berry and Harwell H. Harris are architects for the project; Henry E. Hobson is manager for Valley View; and commercial leasing will be handled by the Henry S. Miller Company of Dallas.

► McCall's Patterns, wholesale distributors of paper dress patterns throughout the world, has moved its southwest area offices in Dallas to a new location at 1401 Oak Lawn Avenue. Bob Lynn of Campbell & Campbell, Realtors, handled lease

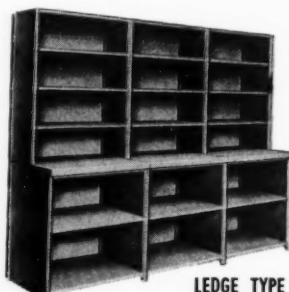
negotiations for the new 7,500-square-foot air-conditioned building, which will serve retail outlets in Texas, Oklahoma, New Mexico, Arkansas, Louisiana, Colorado and Kansas.



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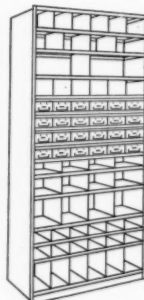
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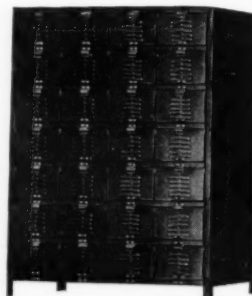
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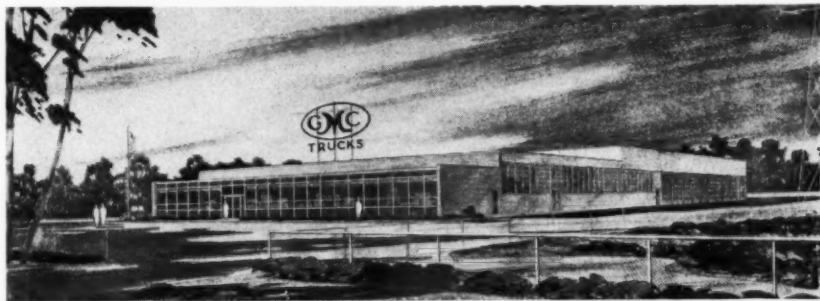


Inca Metal Products Corporation

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Carrollton, Texas

New and Expanding Business



GMC Begins Work on Truck Branch

General Motors Corporation is constructing a new Truck and Coach Division factory branch for sales and service of GMC trucks on Irving Boulevard, just west of Inwood Road. The new building will provide 29,000 square feet of floor area on a 7.2-acre site. Service facilities will include nine drive-through stalls capable of handling 27 trucks at a time. Completion is expected in June. The general contractor is Busboom and Rauh, of Dallas. Watson & Watson, Realtors, handled the negotiations for the acquisition of the land.



General Paper Moves to Brook Hollow Location

General Paper Corporation of Texas, direct mill distributor of printing paper in rolls, has occupied this new building at 9122 Directors Row in Brook Hollow Industrial District. The 16,000-square-foot office and warehouse building has storage space for 140 rail cars of paper rolls, with two rail doors served by a Rock Island spur and two truck doors. Off-street paved parking also is provided. Dick Parker of Majors and Majors, Realtors, handled real estate negotiations, and J. L. Williams and Company was the builder.

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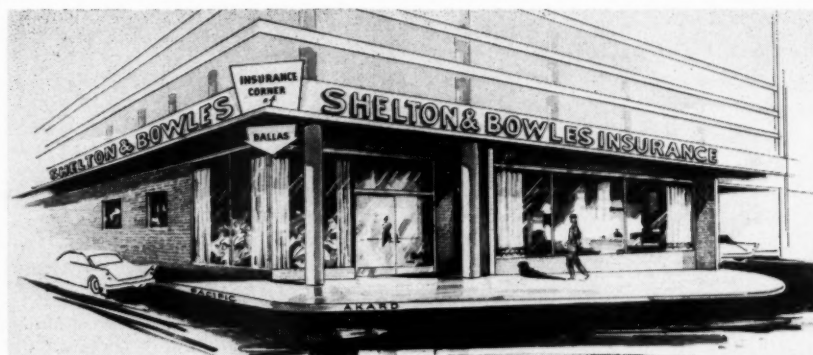
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New and Expanding Business



Shelton and Bowles Occupies New Offices

Shelton and Bowles Insurance Agency has moved to this ground floor location at the corner of Akard and Pacific. The new quarters more than double the space of the firm's former offices. The agency, first organized in 1927 by E. E. Shelton, handles all types of insurance.

► Bazaar Northwest, a \$6,250,000 regional shopping center to serve north Dallas has been announced. It will be completely air-conditioned and constructed on a central mall. The center will provide one-half million square feet of space under one roof, with space for 35 tenants. Montgomery Ward has announced as one major tenant, and negotiations are proceeding with others. Gerri

Von Frellick, developer of Big Town, Dallas' other mall-type center, negotiated the Montgomery Ward lease for Bazaar Northwest. Majors and Majors, Dallas real estate firm, is handling leasing of stores and mall space. G. C. Ledyard, Jr., is vice-president of Bazaar Northwest, Inc., developing corporation. Construction of the center will start June 1, 1960 with completion scheduled within 18 months.



Aero-Test Equipment Moves Into Brook Hollow Plant

Aero-Test Equipment Company, Inc., has occupied this new 50,000-square-foot plant at 8401 Chancellor Row in Dallas' Brook Hollow Industrial District. Included in the firm's new building are engineering and manufacturing facilities; aircraft ground support and control panels. The architect and builder was J. L. Williams & Company, Inc., Dallas.

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New and Expanding Business



New Office Building Under Way for J. L. Williams

This 24,000-square-foot, three-story structure is being built for J. L. Williams and Company at 3915 Lemmon Avenue. The new office building will be known as the 3915 Lemmon Avenue Building, and leases are now being negotiated by Hudson and Hudson, Dallas realtors. It is designed with covered parking for 50 cars on the ground floor lobby level, with elevator service to the second and third floor offices. Architectural design, and mechanical and structural engineering are being handled by Harwood K. Smith & Partners, Dallas architects. J. L. Williams and Company, Inc., contractors and engineers, are erecting the building, with completion slated for April 1, 1960.

► Acre Service, specializing in warranty hermetic system repairs of room air conditioners and commercial and residential air conditioning systems, has moved into a new 25,000-square-foot building at 8400 Sovereign Row in Brook Hollow Industrial District. The new facility doubles the firm's warehouse and office space and provides three rail doors opening on a Missouri-Kansas-Texas spur, a truck door, 50-foot loading dock and off-street, paved parking. Bill Campbell, Jr., of Campbell & Campbell, Realtors, handled real estate negotiations on the building. Acre Service also occupies a 21,000-square-foot building at 9100 Ambassador Row.

► Daltronics, Incorporated, manufacturers of two-way citizens band radios, has located its home office and plant at 9023 Diplomacy Row in Brook Hollow Industrial District. Earl L. Prais, with 25 years experience in the industry, is president and general manager of the firm. E. W. Sparks, associated with electronics for 10 years, is vice-president in charge of engineering; and E. W. Groh, another electronics industry veteran, is vice-president in charge of manufacturing. Gower and Folsom Construction Company were the contractors for the building, and Bill Campbell, Jr., of Campbell & Campbell, Realtors, handled the real estate negotiations.

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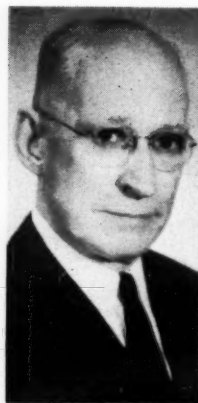
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APPOINTMENTS AND PROMOTIONS



BALL



GREENFIELD



LONG



HOGUE

Republic National Bank Names Senior Vice-Presidents

BEN C. BALL, **WILLIAM H. GREENFIELD**, **WILLIAM R. HOGUE** and **ALBERT L. LONG** have been promoted from vice-presidents to senior vice-presidents of the Republic National Bank of Dallas. Mr. Ball, who came to Republic in the consolidation of this bank and the North Texas Bank in 1929, heads the National Accounts Division. Mr. Greenfield is head of Republic's Operations Division. He was elected a vice-president of the bank in 1954. Mr. Hoge is assigned as staff coordinator of Time Credit, and is a member of the Association of Reserve City Bankers. Mr. Long heads Republic's International Banking Department. He is a member of the advisory committee, Export-Import Bank, Washington, D. C., and served as president of the Bankers Association for Foreign Trade in 1958 and 1959.

★

JOHN R. GUYNES, formerly manager of purchases for Magnolia Petroleum Company, has been named regional manager of purchases for the southwest division of Mobil Oil Company. His headquarters will remain in Dallas. **D. R. WALL**, who has been with Magnolia Petroleum Company for the past 18 years, has been appointed manager of Mobil Oil's crude oil purchases and sales department. and **E. F. KENDALL**, a member of the Mobil organization for 26 years, has been appointed employee relations manager of the company's southwest marketing division. Mr. Guynes is a Texas A&M graduate; Mr. Wall received his B.S. degree from Southern Methodist University, and Mr. Kendall attended the University of Nebraska.

EDWARD D. NEWLIN, JR., has been appointed office manager and **JACK W. MYNETT** has been named director of personnel for the Hartford Fire Insurance Company Group's Southwestern Department. Mr. Newlin, who attended Pittsburgh School of Accounting, has been with the Hartford staff since 1953 as office manager for the Pittsburgh office of the Hartford Accident and Indemnity Company. Mr. Mynett, who joined the Hartford in 1955, had previously served as office and personnel manager at Dallas. He is a graduate of Southern Methodist University.

★

HALL SHANNON, M.D., F.A.C.S. former vice-president and medical director of Southland Life Insurance Company, has been named consulting medical director on a part-time basis. Dr. Shannon is a member of the company's board of directors. **L. S. THOMPSON, JR., M.D., F.A.C.S.** has been named associate medical director of Southland Life. Dr. Thompson joined the company in December, 1955, as assistant to the medical director and was serving in that capacity at the time of his advancement. Both Dr. Shannon and Dr. Thompson are graduates of Baylor Medical School.

★

M. L. TALBERT has been named vice-president — engineering of Security Engineering Division, one of the Dresser industries. Mr. Talbert, formerly chief engineer for Security, has responsibility for all engineering activities. A graduate of Rice Institute, he has been active in various capacities in the engineering of drilling bits for nearly twenty-three years.

Appointments and Promotions—

JOHN M. CHERRY, president of American Savings, Dallas, has been elected a vice-president of Texas Imperial Corporation, wholly-owned subsidiary of San Diego Imperial Corporation. Seven savings and loan associations in Texas comprise the Texas Imperial Group. Mr. Cherry has served as president of American Savings since its inception on May 1, 1950, and is a veteran in the field of savings and loan work.

ROBERT D. CRANE has been named director of purchases and traffic of Dresser Industries, Inc. Mr. Crane formerly was assistant director of purchases. Prior to joining Dresser Industries in 1958, he was manager of purchases at Dresser Manufacturing Division, in Bradford, Pennsylvania. He holds a degree in mechanical engineering from the University of Pennsylvania.

LAWRENCE B. JONES has been elected to the board of directors of the Traders & General Insurance Company, Dallas. Mr. Jones is president and chief executive officer of the Mosher Steel Company. A graduate of the University of Texas with a B.S. degree in civil engineering, he is one of the leaders in the Texas Manufacturers Association.

LEON A. NOWAK and **ROBERT H. BURNS** have been added to the sales staff of the Sheraton-Dallas Hotel. Both men have been with the hotel as assistant managers since it opened early this year. Mr. Nowak, who assumes the duties of convention manager for the Sheraton-Dallas, was previously sales manager for the Statler-Hilton Hotel. Mr. Burns has been with the Sheraton Corporation since his graduation in June, 1958, from Michigan State University with a bachelor's degree in hotel, restaurant and institutional management.

BILL R. NEALE, Dallas artist, has been named an art director for Tracy-Locke Company, Inc. A native Texan, Mr. Neale holds bachelor's and master's degrees in art from North Texas State College. He also is a graduate of the Chouinard Art Institute, Los Angeles.

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Appointments and Promotions—



FREDERICK E. BURNHAM has been appointed vice-president - finance of Chance Vought Aircraft, Inc. Mr. Burnham is a former executive of United Aircraft Corporation, East Hartford, Connecticut; the Fruehauf Trailer Company, of Detroit, and the Colt Patent Firearms Manufacturing Company, of Hartford. He also has served as a financial consultant for automotive and aircraft equipment concerns in the Detroit area.

★

HAROLD G. ABERNATHY has been named a vice-president of Clarke, Dunagan & Huffhines, Inc., Dallas advertising and marketing firm. Mr. Abernathy formerly was executive vice-president of H. Leslie Hill Enterprises. As a marketing executive, he has been assistant to the vice-president in charge of marketing for Pollock Paper Corporation, and national sales promotion manager for the Dr Pepper Corporation.

★

JOSEPH R. CAVAGNARO has been promoted to assistant manager of The Dallas Statler Hilton. Mr. Cavnaro was transferred from the Buffalo Statler to The Dallas Statler Hilton in 1956. He soon was advanced from chief room clerk to assistant to the front office manager, which position he has held until his recent advancement.

★

H. W. JAMISON has been appointed Southwest regional industrial sales manager of Snap-On Tools Corporation. Mr. Jamison formerly was branch manager for the firm in Kansas City. In his new post he will make his headquarters at Snap-On's new regional office and warehouse located at 9101 Diplomacy Row in the Brook Hollow Industrial District.

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Appointments and Promotions—



DEWITT RAY, JR., has been named president of Guardian Savings and Loan Association. Mr. Ray has been with Guardian since 1953, and became executive vice-president in 1956. **BALLARD BURGER** has been promoted to chairman of the board. Mr. Burger is one of the original directors of Guardian, serving in that capacity for a quarter of a century before assuming the presidency in 1952.

★

C. L. SHIMEK and **GEORGE M. PARKER, JR.**, have been promoted to vice-presidents of Forrest and Cotton, Inc., consulting engineers. Mr. Shimek is a native Texan and a graduate of the University of Texas. Mr. Parker is a native of Dallas. Both men are registered professional engineers and members of the American Society of Civil Engineers.

★

JOHN D. WILLIAMSON, president of the Frito Company, has been elected a director of the Texas Bank & Trust Company. **LEON M. HUFF, JR.**, has been appointed an assistant vice-president. Prior to joining the Frito Company, Mr. Williamson was in the investment banking business in San Antonio. He is a former state chairman of the Investment Bankers Association of America. Mr. Huff has been associated with the Texas Bank since June, 1959, as the manager of the industrial department.

★

BILL MORRIS has been named vice-president and general manager of Business Music, Inc. of Dallas (MUZAK). Mr. Morris joined Houston MUZAK in 1949, and has been general manager there for the past six years. Prior to this position, he was in the field of electronic engineering.


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Appointments and Promotions—



F. T. TOWNE, former president of Towne Industrial Equipment Company, has been named chairman of the board. **ERNEST TAYLOR, JR.**, has been elected president of the firm. Mr. Taylor, a native of Snyder, Texas, joined Towne as a salesman in 1950, after two years in the material handling business. He was elected a vice president in 1955 and a director of the company in 1956.

★

RALPH HUGHES has been named vice-president — manufacturing for Security Engineering Division, one of the Dresser Industries. Previously, Mr. Hughes was manager of manufacturing for the company's plants in Dallas and in Whittier, California.

★

TOM J. HARDIN has been elected president of Northwest National Bank. Mr. Hardin is a former assistant cashier and assistant vice-president and director of the Hillcrest State Bank. He was named cashier and vice-president and director of the Northwest National Bank at the time the new bank opened in April, 1959. **ROY R. MITCHELL** has been elected executive vice-president and director of Northwest. And **JAMES H. WARNER**, assistant cashier, has been advanced to vice-president and cashier.

★

HOWARD D. CHANEY, A. B. CLARK, ROGER J. KEANE and **BENTON C. STAILEY, JR.**, have been promoted to vice-presidents of Oak Cliff Savings and Loan Association. Mr. Chaney is manager of the Arlington branch office; Mr. Clark is Pleasant Grove branch manager; Mr. Keane is Preston Center branch manager; and Mr. Stailey is manager of the Casa View branch office. **ROLAN TUCKER**, who heads the accounting operation for the Association, has been advanced to the position of Controller.

Appointments and Promotions—



KENNETH W. ERICKSON has been named manager of sales and exhibits for the State Fair of Texas. **JOSEPH B. RUCKER, JR.**, has been named assistant to the general manager of the State Fair. Mr. Erickson, who joined the State Fair staff in 1954 as assistant sales manager, has been instrumental in the development of the Texas International Trade Fair, of which he is manager. Mr. Rucker previously has been manager of sales and special events, and will retain general supervision over the two departments.

★

W. C. SMITH and **FRED P. SEWELL**, formerly vice-presidents in charge of specific operations, have been elected senior vice-presidents of Delhi-Taylor Oil Corporation, Dallas. Mr. Smith has more than 30 years' experience in the oil producing industry, and was elected vice-president of production in 1950. Mr. Sewell, a Texas A&M College mechanical engineering graduate, was named vice-president of manufacturing in 1952. In personnel appointments, **LELAND W. CARTER** has joined Delhi-Taylor as gas engineer in the Natural Gas and Pipeline Department of Special Projects and Planning. And **HAROLD O. STALLINGS** has been named reserves and evaluation engineer in Delhi's Production Division.

★

NEIL WILLIAMS has been appointed general counsel of The Southland Corporation. A graduate of the Southern Methodist University Law School, Mr. Williams will handle legal matters for all six of the corporation's divisions. Prior to his present post, he was an attorney for Lawyers Title Insurance Corporation and served on the staff of the general counsel of Employers Casualty Company in Dallas.

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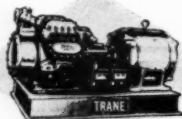
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Appointments and Promotions—



RALPH RADCLIFFE has been named Dallas manager and **BRADFORD S. GIBSON** has been reappointed district manager for American Airlines. Mr. Radcliffe, a graduate of Pennsylvania State University, is a veteran of 24 years' service with American. Most recently, he was director of stewardess service with headquarters in New York. Mr. Gibson has been district sales manager for Dallas since 1945. **I. A. (ANDY) WILLIAMS**, who has been American's manager of operations in Dallas for the past six years, will take over a new post as manager of aircraft services here.

Mr. Radcliffe has made the following appointments to his staff: **GEORGE MOORE**, formerly regional director of operations services, now manager of cargo sales and services; **W. G. CLARK**, formerly regional director of sales services, now manager of passenger services; **PHIL G. WAIBEL**, formerly regional staff manager of compensation administration, now manager of personnel; and **WAYNE A. WARTHEN**, formerly manager of operations in Oakland, California, now manager of administrative services.

★

IRWIN A. BAILEY, former comptroller of the Southern Division for Moore Business Forms, Inc., has been appointed general manager of the firm's southern division. Mr. Bailey joined Moore in 1939, serving first on the audit staff. Prior to this he was affiliated with a firm of professional accountants and auditors.



DALLAS • FEBRUARY, 1960

Appointments and Promotions—

JERRY DICKINSON has been appointed vice-president in charge of television production of Jamieson Film Company, producer of industrial films and television commercials. **BILL STOKES** has been named vice-president in charge of sales, and **ROBERT REDD** has been appointed vice-president in charge of producer's service. A graduate of Southern Methodist University, Mr. Dickinson has a background of ten years in various phases of film production. Mr. Stokes had extensive experience as a laboratory technician, cameraman, commercial photographer and photography instructor before his entry into the field of industrial film sales in 1955. Mr. Redd became expert in production techniques with the U. S. Air Force. He joined Jamieson in 1954.

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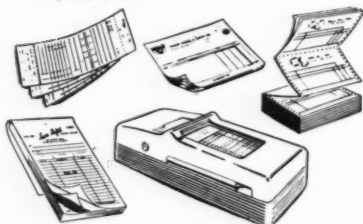
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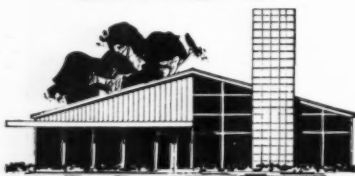
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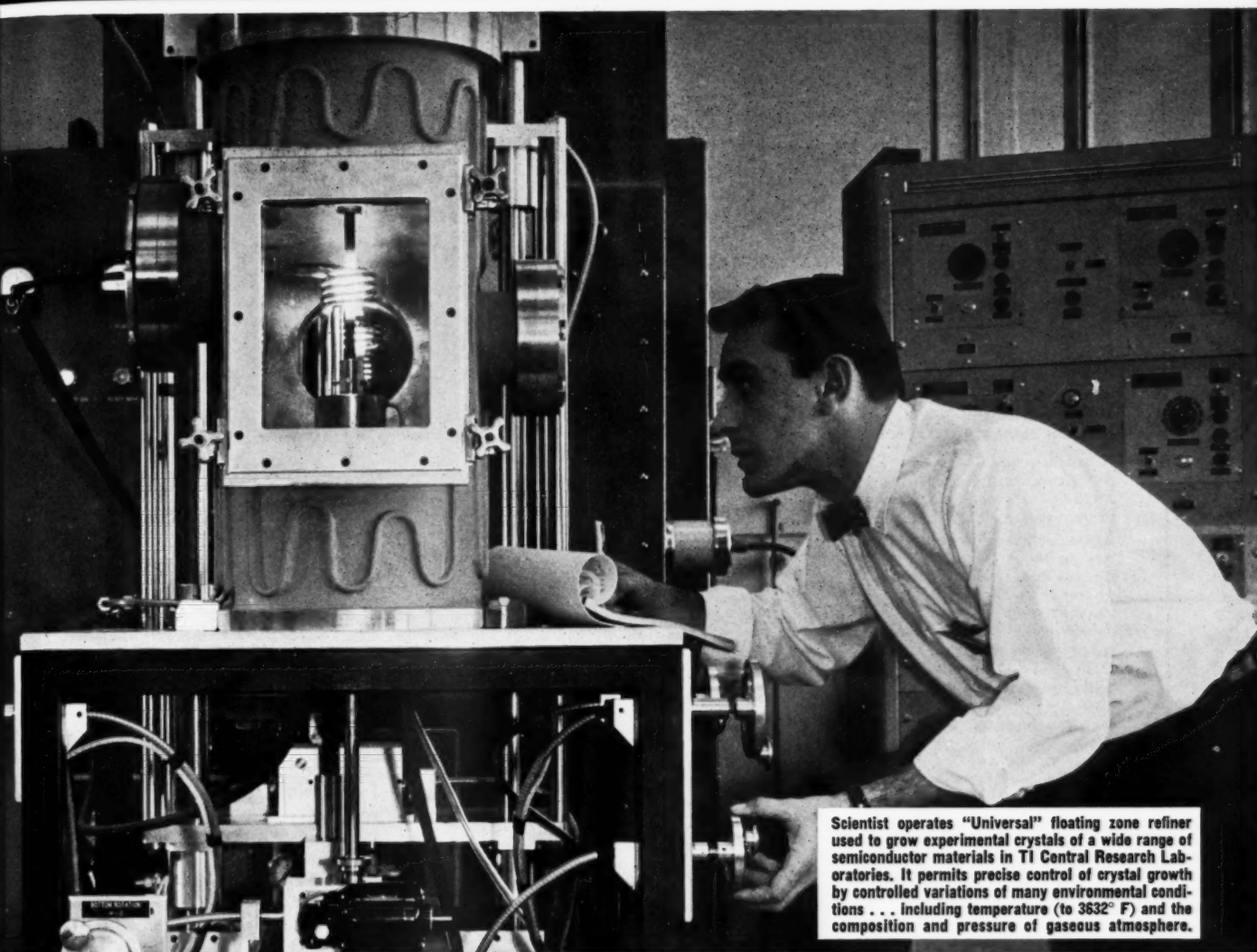


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DALLAS, TEXAS



APPOINTMENTS AND PROMOTIONS

Name	Company	Position
James C. Anderson	American Bank & Trust	Director
Del Arneson	Republic National Life	Vice-president
Mary Lou Ashburn	Couchman Advertising	Office & media manager
C. Hayden Atchison	British-American Oil	Exploration coordinator
Royce A. Bell	Park Cities Bank	Assistant cashier
Robert T. E. Bishop, M.D.	Republic National Life	Assistant medical director
Ben Blaydes	Park Cities Bank	Assistant vice-president
Hugh M. Brand	Rich Plan Corp.	Vice-president, sales
R. E. Bunn	Gibraltar Life	Manager, Dallas home office
B. D. Cogburn	Zurich-American Insurance	Representative
Frank M. Crossen	Park Cities Bank	Director
Richard F. Danne	Clarke, Dunagan & Huffhines	Creative director
W. D. DeSanders	American Bank & Trust	Director
Leon Dickey	Trinity Universal Insurance	Assistant secretary
William Wayne Dunlap	American Thread Co.	Assistant branch office mgr.
Ernest W. Dyer	Delhi-Taylor Oil	Administrative assistant
Arlis Ede	J. O. Lambert Assoc.	Manager, interior design
Earl Fickertt	Cabell's Inc.	Sales director
Bebb Francis, Jr.	Zurich-American Insurance	Representative
Edward E. Frick	Micro-Lube	General manager
Ransom Gallaway	Eppler, Guerin & Turner	Sales representative
Bill George	Mays Insurance Agency	Agency supervisor
Raymond L. Golding	Casa Linda State Bank	Assistant cashier
J. Harrell Gwin	Trinity Universal Insurance	Assistant secretary
Lewis B. Holland	Trinity Universal Insurance	Assistant secretary
Jack L. Hollis	British-American Oil	Exploration administrator
Ronald G. Honea	Ace Furnace & Metal Works	Executive vice-president
John H. Jackson	Braniff Airways	Sales representative
Norman Jackson	American Bank & Trust	Assistant cashier
Carl J. Johnson	American Savings	Assistant secretary
Frank Kutscher	Braniff Airways	Buyer
J. Marvin Larkin	Micro-Lube	Director, advertising and public relations
Albert S. Mancini	Micro-Lube	National sales manager
A. DeLoach Martin Jr.	Park Cities Bank	Director
Marjorie Mars	Alphonse Simone Photography	Public relations director
Clardy McCullar	Temco Aircraft	Public relations coordinator
Abe Meyer	American Bank & Trust	Director
R. Wayne Newman	Trinity Universal Insurance	Assistant secretary
James R. Ogilvie	Clarke, Dunagan & Huffhines	Creative director
L. J. Priester	Braniff Airways	Assistant traffic and sales mgr.
Fred F. Richards Sr.	Temco Electronics	Section manager
Wade Russell	Otey Envelope Inc.	Sales representative
John M. Shelnutt	Micro-Lube	Sales manager
R. G. Skinner	Amphibious Boats Inc.	Executive sales and advertising director
Edwin E. Stewart	Southwestern Life Insurance	Assistant manager
Richard Thomas	American Bank & Trust	Assistant cashier
Volney G. Williams	Park Cities Bank	Assistant cashier
Robert B. Woodin	Delhi-Taylor Oil	Director, financial and public relations



Scientist operates "Universal" floating zone refiner used to grow experimental crystals of a wide range of semiconductor materials in TI Central Research Laboratories. It permits precise control of crystal growth by controlled variations of many environmental conditions . . . including temperature (to 3632° F) and the composition and pressure of gaseous atmosphere.

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This is the kind of research that will enable future semiconductor products — transistors and other tiny devices whose uses already range from pocket radios to huge computers and rocketing space vehicles — to perform even more difficult tasks (in deep space explorations and in industrial, commercial and military electronic systems). Advanced concepts and techniques, gained by the world's largest semiconductor manufacturer, keep Texas Instruments at the forefront of such technologies.

This particular program is in progress at TI's Central Research Laboratories. Its purpose is to explore materials that promise a wider operating temperature range and superior performance for solid state devices. Such laboratory projects may well lead to products that surpass the silicon transistor and the Semiconduc-

tor Solid Circuit — two significant TI "firsts" in semiconductor research, development and manufacture.

This is one of many TI-sponsored investigations being conducted by the Central Research Laboratories to gain more precise information in the areas of Solid State Physics, Materials, Devices, and Data Systems and Earth Sciences. Such studies, geared mostly to long-range product goals, result in a flow of scientific knowledge to Texas Instruments operating divisions which combine it with their own innovative R, D & E programs to produce better products and services for your convenience and safety in this Electronic Age.

If you are interested in knowing more about TI facilities and capabilities, for booklet please write Central Staff Merchandising.

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OFFICES IN 72 PRINCIPAL CITIES OF THE WORLD

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Dallas *Pioneers*



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1872 Huey & Philp
Company

Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran

Insurance Managers

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners

Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.

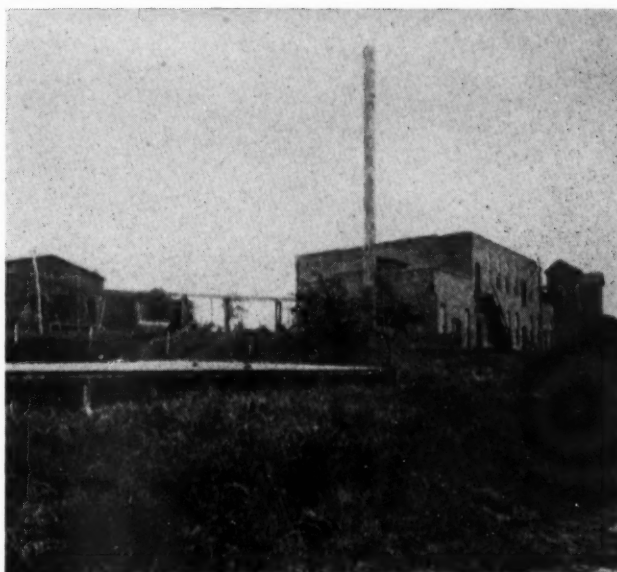
Dallas' Oldest Furniture Store

1895 Rudolph's Mkt. &
Sausage Fac., Inc.

Quality Meats

1898 Etheridge
Printing Company

Printing, Lithographing, Engraving,
Office Supplies



ONE of Dallas' prime industrial sites of a half-century ago, shown in the above photograph, contrasts sharply with the landscaped plants in Dallas modern, planned industrial districts. In that same era, the year 1910, the pioneer real estate firm of Loughboro and Moser, now the Moser Company, opened a small office at 111 Martin Street, then known as "Real Estate Row." The early business of the firm centered on the development of residential property in the Ross Avenue Area adjacent to the present Sears-Roebuck Retail Store. During the twenties this firm developed residential properties North and East of this Greenville Avenue Area. In 1932 the present partners, A. C. Moser and Jack Moser, joined the company. During the years following World War II, the Moser Company has played an outstanding part in locating many national organizations in Dallas industrial districts. Now in its fiftieth year, Moser Company, Realtors, does an extensive business in commercial and industrial property and their general offices are located in the Mercantile Continental Building.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1899 Seay & Hall

All Lines of Insurance

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Hunter-Hayes
Elevator Co.

Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1904 Burton & Wilkin

"Insurance Experience that Serves"

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

1914 Koch & Fowler
and Grafe, Inc.

Consulting Engineers

one of the **FIRST**



to install **Muzak**



1945

MUZAK* — the scientifically programmed background music — does so much for so many kinds of business, based upon the time of day, the place and type of employee activity. There is a MUZAK* sound system designed for your specific business that will increase productivity, accuracy, reduce turnover and improve the quality of work. Each MUZAK* program is based on over 20 years' study of the effects of music on people . . . and profits.

Find out what MUZAK* can do for your company — call Tom Keese — Riverside 2-9257 today. No obligation, of course.



TODAY

Great American Reserve Insurance Company

Great American Reserve is a bright name in the insurance industry, with a phenomenal growth history. Founded by Travis T. Wallace in the depression years, the company has built an organization and list of personal achievements outstanding in the history of Dallas. From a humble beginning in 1935, Great American Reserve grew and expanded to new headquarters by 1937. Assets hit a new high, and claims were being paid by special delivery air mail. In 1950, the firm built its own new modern 4 story building at 2020 Live Oak, and continued growing with increasing vigor and intent of purpose. A companion company, to be known as Great American of Dallas Fire and Casualty Company, has recently been organized to handle automobile and fire insurance. Great American Reserve was one of the first Dallas firms to install MUZAK*—in 1945 at the former St. Paul Street address. Its present home office building has the MUZAK* sound system installed throughout.



*MUZAK —
Reg. U.S. Pat. Off.



**147 PARKHOUSE
Riverside 2-9257**

...makes the difference

DALLAS • FEBRUARY, 1960

STANLEY KORNECKI...



YOUR CONTACT MAN . . .

Stanley Kornecki of Chicago knows his customers. He knows their needs. More important, he *CARES* about their needs. Daily customer contacts give this veteran driver-salesman close personal knowledge of the importance of getting each LTL shipment delivered on time. Two-way radio gives him instant contact with his terminal. Stanley Kornecki is confident of the service he represents because he is backed by modern equipment and by the skill of 1,286 fellow ETMF employees. People working together . . . for you.

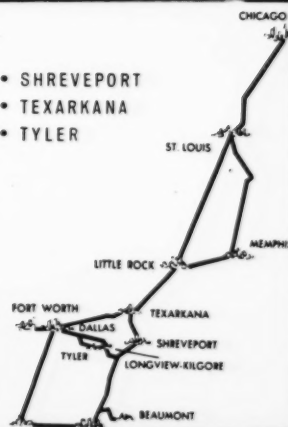
PRINCIPAL TERMINALS

- | | | | | | |
|------------|-------------|---------------|------------|---------------|--------------|
| • BEAUMONT | • FT. WORTH | • KILGORE | • LUFKIN | • PORT ARTHUR | • SHREVEPORT |
| • CHICAGO | • HENDERSON | • LITTLE ROCK | • MARSHALL | • ST. LOUIS | • TEXARKANA |
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EAST TEXAS MOTOR FREIGHT

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downtown Dallas!



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DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

